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**CABELA'S OPENS FIRST STORE IN COLORADO AT MACERICH CENTER  
Western Colorado eagerly anticipates May 20 opening at Mesa Mall**

**GRAND JUNCTION, Colo. – May 11, 2010** – Cabela's, the World's Foremost Outfitter of hunting, fishing and outdoor gear, will open its first Colorado retail store at Mesa Mall on Thursday, May 20, with an official ribbon cutting at 4 p.m. Mesa Mall is located in Grand Junction, Colorado.

Cabela's fills Mesa Mall's previous Mervyns anchor location and solidifies the center's position as western Colorado's dominant regional shopping center.

"The addition of Cabela's diversifies Mesa Mall's already strong anchor mix and further strengthens its regional draw, solidifying its position as western Colorado's number one retail shopping destination," said Randy Brant, executive vice president of real estate for Macerich.

Western Colorado is a well-known treasure for outdoor enthusiasts who enjoy active lifestyles including hunting, fishing, camping, four-wheeling and more.

"Cabela's is a terrific fit for Mesa Mall and the western Colorado region. A vast array of outdoor opportunities draws outdoor enthusiasts from across the nation and makes Mesa Mall an ideal location for Colorado's first Cabela's retail store," said Paul Petersen, senior manager, property management for Mesa Mall.

Mesa Mall's key location also makes it a convenient destination for local and regional Cabela's fans to shop. The center is positioned less than a mile off of U.S. Interstate 70 and is situated on major roadways in the fastest-growing retail, restaurant and financial sector of the Grand Valley.

"We anticipate that Cabela's will be an extremely popular shopping destination drawing families from across the region and will generate positive traffic for the entire center, as well as the city," Petersen said.

Cabela's will stock the Grand Junction store with products specifically selected for Colorado outdoor enthusiasts and people traveling to the region. Product offerings will include hunting, fishing, camping, hiking, boating and wildlife-watching gear, as well as outdoor clothing and outdoor-themed gifts. Historic memorabilia and museum-quality taxidermy displays highlight the store's décor.

Petersen noted community response to the Cabela's announcement has been overwhelmingly positive, and excitement continues to build across the region as the opening draws near.

“From Mesa Mall shoppers and retailers to people you meet on the street, everyone seems to be excited for Cabela’s to open,” said Petersen. “Cabela’s has many loyal fans in western Colorado, and will gain even more when first-time shoppers see the amazing selection of apparel and merchandise they have to offer, in addition to hunting and fishing gear,” Petersen said.

Mesa Mall is home to more than 110 retailers and restaurants, and has long reigned as western Colorado’s premier shopping destination. Mesa Mall serves the entire western Colorado and eastern Utah region as the only enclosed regional shopping center between Salt Lake City and Denver, more than 250 miles in either direction.

With an unbeatable location, five strong anchors and more than 880,000 square feet of gross leasable area, Mesa Mall is the number-one leasing destination for national retailers and western Colorado’s regional retail powerhouse. For more information about Mesa Mall visit [www.ShopMesaMall.com](http://www.ShopMesaMall.com).

Macerich is a fully integrated self-managed and self-administered real estate investment trust, which focuses on the acquisition, leasing, management, development and redevelopment of regional malls throughout the United States. The Company is the sole general partner and owns an 89% ownership interest in The Macerich Partnership, L.P. Macerich now owns approximately 74 million square feet of gross leaseable area consisting primarily of interests in 71 regional malls. Additional information about Macerich can be obtained from the Company’s Web site at [www.macerich.com](http://www.macerich.com).

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