

## FOR IMMEDIATE RELEASE

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## PACIFIC VIEW PREVIEWS NEW LOOK FOR NORTH END

Ventura, Calif., Sep. 16, 2010 – Pacific View mall today welcomed key city officials and local community and business leaders to preview the overall vision for the buildings at the north end of the mall's property including new architectural details and added pedestrian appeal.

"This is a win-win for Pacific View and the Ventura community," said Brett Mascaro, development manager for Macerich. "The initial demolition of the interior space is going well and we expect to be right on schedule to bring Trader Joe's to Pacific View. We definitely are excited about the energy this addition will bring to Pacific View's north end." The addition of Trader Joe's will "act as a catalyst for other retailers to sign on to the project," he said.

Trader Joe's is scheduled for a spring 2011 opening.

There will be a variety of elements to help bring the north end buildings back to life including elements of wood, anodized aluminum, metal screening and steel cables trellis' will make them more contemporary with today's customer and retailer's expectations.

Storefronts will be distinguished from one another and easily accessible. "We will take advantage of the existing architecture but bring in elements that update and refresh the buildings to create a unique presence for each potential retailer," said Mascaro.

Additional changes include better options for multi-modal transportation options providing vastly improved pedestrian/bike accessibility on the property coupled with a more "pedestrian friendly" environment with varied elements for interest, accents near seating areas, paved walkways and plantings the will compliment the setting without taking away from the visibility of the retailers.

Phil Carlson, senior property manager for Pacific View, described how updating of the north end has created a synergy with improvements to merchandising inside the mall. "We've opened several great retailers over the past 18 months," Carlson said. "Wood Ranch opened in June 2010 and is performing extremely well, Sephora opened in May to an enthusiastic crowd of nearly 500 and the much anticipated H&M opening is scheduled for next Thursday September 23 at noon." Other new additions to the mall are Shoe Palace, Ben & Jerry's and jeweler Don Roberto. Retailers such as Van's, Daniel's and AT&T have relocated into expanded, newly built stores. "All of this activity is a testament to how retailers see this market," Carlson said.

Pacific View Mall, Ventura's local shopping destination, offers a broad mix of department stores including Macy's, Target, Sears and JCPenney, specialty retailers and dining choices. The one-million-square-foot super-regional mall is located just off the 101 Freeway at East Main Street in Ventura. For more information visit www.shoppacificview.com.