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**FOR IMMEDIATE RELEASE**

**1, 2, 3 – SOMETHING NEW FOR ALL THREE LEVELS  
AT SANTA MONICA PLACE**

**- Highlights Include Skechers, Hot Topic, Kenneth Cole and Ugo Café -**

SANTA MONICA, Calif., May 20, 2010 – Santa Monica Place today announced ten new names, both local and national, for the shopping and dining destination less than three months ahead of its August 6, 2010, opening date.

Signed for the property are new names for every level: on the first level, Ever, Kenneth Cole and Ugo Café; on the second level, Disney, Charlotte Russe, Hot Topic, Skechers, Bertini and Gallini; and on the third level Dining Deck, Tutti Frutti Frozen Yogurt.

These ten new names join nearly 60 retailers and restaurants already announced for the new Santa Monica Place, the three-level, open-air shopping and dining destination now under construction in the heart of Santa Monica.

"Retailers are extremely enthusiastic about Santa Monica Place and the vibrant community of people who live, work and visit here," said Anne Singleton, vice president, Leasing, for Macerich. "We are especially pleased with the list of local, national and regional names being announced today that continue to reflect the interesting, balanced retail mix we are creating for this property."

New to the Santa Monica Place retail roster are: **Bertini**, a locally based retailer offering men's and women's shoes and accessories (2,314 square feet); **Charlotte Russe**, a fashion-forward retailer for young women (5,177 square feet); **Disney Store**, a new concept store that will use technology to highlight Disney's most popular characters and stories (4,874 square feet); **Ever**, the L.A.-based celebrity favorite offering travel collections for men and women; **Gallini**, a Santa Monica retailer featuring men's clothing and furnishings (2,645 square feet); **Hot Topic**, the teen clothing and accessories store (1,967 square feet); **Kenneth Cole**, known for men's and women's clothing, shoes and accessories (2,902 square feet); **Skechers**, which will specialize in the brand's Shape-ups toning footwear (1,739 square feet); **Tutti Frutti Frozen Yogurt**, a provider of premium yogurt (1,091 square feet); and **Ugo Café**, a new location of a popular Italian cafe (428 square feet).

The wide-ranging retail attractions of Santa Monica Place include a new Bloomingdale's and a new Nordstrom plus a growing roster of specialty stores including Barneys Co-op, Burberry, Kitson, Nike, CB2, Juicy Couture, Hugo Boss, Michael Kors, Ted Baker, AllSaints Spitalfields, 7 For All Mankind, Love Culture and many more.

Also at Santa Monica Place, food experiences will be the centerpiece of the project's rooftop Dining Deck, which will offer ocean and city views and a carefully selected set of chef-driven restaurants and quick-casual dining options. Already announced restaurants include Zengo, La Sandia, Pizza Antica, Ozumo Sushi, XINO Restaurant + Lounge and Sonoma Wine Garden. Additionally, the Dining Deck will feature nine fast-casual dining options in a modern, indoor-outdoor setting and a new source for fresh, gourmet and artisanal foods called The Market at Santa Monica Place.

The urban beach experience is a major design focus of the approximately 550,000 square-foot, new Santa Monica Place, located just two blocks from the beach and right next to the popular Third Street Promenade.

To get the latest news about the new Santa Monica Place, the public is invited to visit [www.santamoniacaplace.com](http://www.santamoniacaplace.com) and sign up for the InSight e-newsletter and enter to win a \$10,000 prize.

Santa Monica Place's parent company, 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 a 91% 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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