



FOR IMMEDIATE RELEASE

Media Contact: Alice Love, Pacific View Mall, 805-642-0605, alice.love@macerich.com
Patti Hazlett, Macerich, 303-444-0722, patti.hazlett@macerich.com

**WORLD'S LARGEST OFFICE PRODUCTS COMPANY STAPLES AND
BEVERAGE SUPERSTORE, BEVMO! TO OPEN AT PACIFIC VIEW**

VENTURA, CA – November 30, 2010 – Pacific View mall today announced Staples, BevMo! and Massage Envy Spa will join Trader Joe's in the center's new north end retail district.

"We are thrilled to add these quality retailers to the mall's north end" said Brett Mascaro, development manager for Macerich. "Trader Joe's, Staples, Bev Mo! and Massage Envy Spa will bring vibrancy to the north end and continue the momentum we've created inside the center by adding exciting new retailers our customer has been requesting."

Staples, the world's largest office products company, is committed to making it easy for customers to buy a wide range of office products and services. The new 18,000 square-foot Staples store will feature 7,000 products, great savings on core necessities for small businesses such as ink and toner, computers and accessories, and innovative Staples® brand products. The new store will also provide other Staples signature services, including the Staples Copy & Print Center (full-service copying and printing services with 100 percent quality guarantee), Easy Tech (technology support, including computer set up and repair, software installation and upgrades), Staples Promotional Products (customized promotional product solutions to make brands more visible and memorable), Easy Rebates (paperless, on-line rebate submission process) and the Staples Rewards program.

Occupying just over 10,000-square feet will be BevMo! the leading adult beverage-lifestyle superstore retailer in the western United States and among the largest in the country. BevMo! provides a uniquely friendly and welcoming environment for competitively priced alcoholic and non-alcoholic beverages and "goes-with" products such as specialty foods and snacks, cigars, glassware and related bar and wine accessories.

Massage Envy, based in Scottsdale, Arizona, is the leading provider of therapeutic massage in the United States. The national franchise of massage centers is dedicated to providing professional and affordable therapeutic massage services to consumers with busy lifestyles at convenient times and locations. Massage Envy Spa is its newest concept, offering Murad® healthy skin facials as well as therapeutic massages. Founded in 2002, Massage Envy has more than 640 locations in 42 states, with new centers opening every month. The company was recently named a top AllBusiness (a D&B company) AllStar Franchise, and is a member of the International Franchise Association (IFA). For more information, visit <http://www.massageenvy.com>.

"Pacific View mall has been evolving over the past 18 months" said Phil Carlson, senior property manager at Pacific View. "We have opened Ventura County's only H&M and the

first Sephora to west Ventura County”. “We’ve welcomed Wood Ranch, Shoe Palace and Ben & Jerry’s as well as relocated and expanded Van’s, Daniel’s Jewelers and AT&T”.

The retailers in the center’s north end retail district will begin opening in phases in 2011.

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.

###