

PROJECT OF THE DECADE

SANTA MONICA PLACE GRAND OPENING • AUGUST 6, 2010





An estimated 3,000-4,000 people stood in line along the Third Street Promenade to be the first to experience the new Santa Monica Place.



“First-in-line” shoppers filled the red-carpeted 3rd Street entrance of Santa Monica Place ahead of the 10 a.m. Grand Opening.



Shoppers poured into the Main Level Plaza and all three levels in the minutes before the official Grand Opening. Over the entire Grand Opening day, traffic was strong and consistent, and many guests shopped and stayed until the late-night hours.



From the upper levels, Macerich's Santa Monica-based employees tossed thousands of logo'd beach balls into the air to welcome everyone to the new Santa Monica Place.



DJ Jason Bentley, from influential Santa Monica public radio station KCRW, helped spin a happy hour soundtrack for the first SunSets, which will be a regular Friday evening offering at Santa Monica Place.



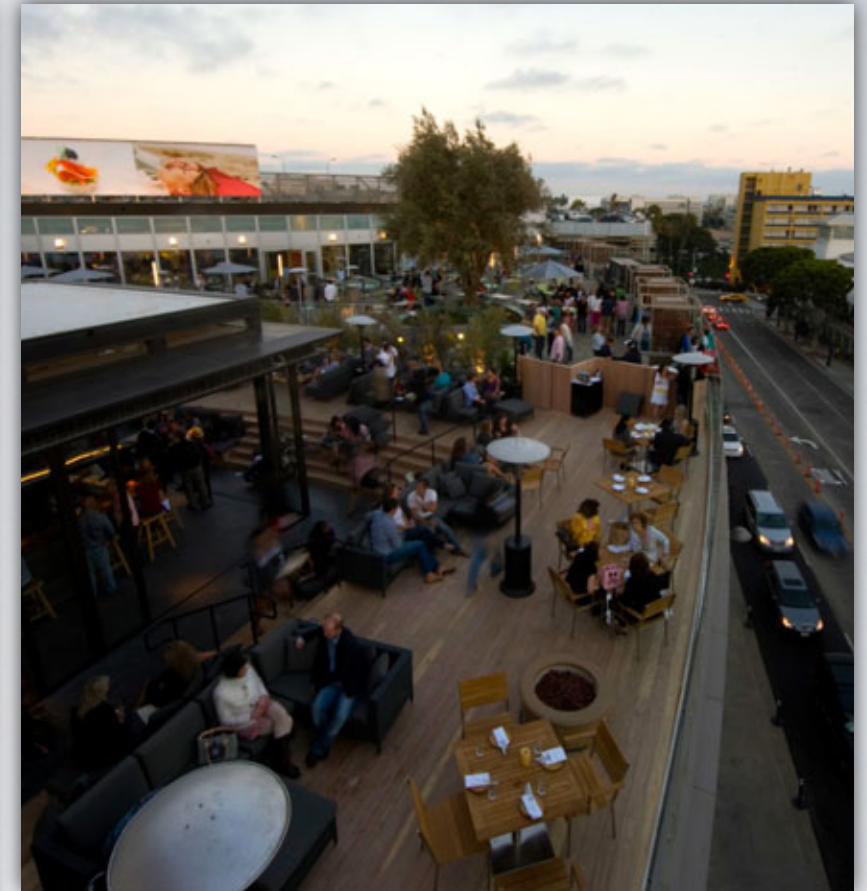
Hard-rocking, Southern-style band, The Lugnuts, added to the high-energy atmosphere on the Dining Deck Saturday night.



Nike celebrated its knockout new store at Santa Monica Place with a Saturday evening event featuring local high school rivalries, and showcasing celebrity athletes.



Nearly wall-to-wall weekend coverage of Santa Monica Place on LA-area newscasts spurred thousands of locals and tourists to visit the new Santa Monica Place.



The atmosphere is electric on the Dining Deck at night. Shoppers and diners stayed late, enjoying the exceptional new nighttime environment.

Retailers and restaurants were blown away with the crowds and excitement yielding reports of exceptional traffic and sales achievements for grand-opening weekend.

