



FOR IMMEDIATE RELEASE

Media Contacts: Kimberly Hastings, Westcor, 602-953-6528,
Kimberly.Hastings@westcor.com
Suzanne Victor, Arrowhead Towne Center, 623-979-7720,
Suzanne.Victor@westcor.com

**ARROWHEAD TOWNE CENTER ADDS FIVE NEW OFFERINGS
Arizona's Largest LEGO® Store is Among the New Arrivals**

Glendale, Ariz., — Sept. 14, 2010 — Arrowhead Towne Center will soon be home to the state's largest LEGO Store in addition to G by Guess, Down East Basics, Kiddie Kandids, and My Big Fat Greek Express.

The 2,125-square-foot LEGO Store is only the second location in Arizona and the West Valley's first. Family shopping will be even more easy and convenient with its location near Build-a-Bear Workshop, Disney Store and the kids play area. The LEGO Store is a perfect fit for the family friendly center. First time guests to The LEGO Store will immediately see and feel many unique features through the LEGO Store experience. The new store will come complete with a variety of hands on play experiences for kids of all ages.

The Master Build Bar is where LEGO fans of all ages can view LEGO Club TV videos, play games, learn how to build cool LEGO models and more. The Pick A Brick wall features dozens of LEGO bricks and elements in all sizes and colors where customers can customize their collection. Additionally, the new digital "out of box" elements allow children to hold a LEGO set in front of a camera that will then transform and build a 3D model on the screen.

Other new retailers to Arrowhead Towne Center are G by Guess, trendy fashions for the next generation; Down East Basics, fashion and affordable women's clothing; Kiddie Kandids, children's portrait studio; My Big Fat Greek Express, fresh, traditional Greek fare.

"We are thrilled to add these retailers to Arrowhead Towne Center that cater to the center's shopper and complement the existing store mix," said Josh Hendricks, property manager for Arrowhead Towne Center. "It's exciting to have a store as fun, creative and unforgettable as The LEGO Store open in the West Valley."

LEGO Store's grand opening is set for October 22 to 24. The event begins at 11 a.m. on Friday, Oct. 22. A LEGO Master Builder will be on hand for the three-day festivities and will be creating an 8-foot tall LEGO Yoda™ model. The big reveal will take place Sunday at 5 p.m. Throughout the weekend, kids can help build the Yoda model and all participants will receive a LEGO *Star Wars*™ Certificate of Achievement.

"Our store at Arrowhead Towne Center will enhance our consumers' overall LEGO brand experience through product variety, store design and regular hands-on family events," says Skip

Kodak, vice president, LEGO Group. “Children and families will be able to experience first-hand and hands-on the creativity and imagination that goes into LEGO building and be inspired by the over 4 million LEGO bricks that are in the store at any given time.”

Arrowhead Towne Center is anchored by Dillard’s, Sears, JC Penney’s, Dick’s Sporting Goods and Macy’s. The center is also home to an 80,000 thousand square foot Forever 21. Offering more than 175 specialty stores and eateries, Arrowhead Towne Center is the premier shopping destination in the West Valley.

Founded in 1969, Phoenix-based Westcor is a wholly owned subsidiary of Macerich. The largest owner-manager of commercial properties in Arizona, Westcor's portfolio currently consists of approximately 16 million square feet of retail space at 25 shopping centers, including 12 super-regional centers and 13 community and specialty centers. The company has set the industry benchmark for ground-up shopping center development, such as Chandler Fashion Center, SanTan Village and Arrowhead Towne Center. In addition to responsible development, Westcor takes an integrated approach to charitable giving, using a variety of resources to make a difference in the communities, including volunteer programs and contributions. Additional information about Westcor is available online at www.westcor.com.

#