



An Old Glorious Celebration

NEWS RELEASE

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ICSC & U.S. MEMBER SHOPPING CENTERS TO HOST “AN OLD GLORY ★OUS CELEBRATION,” UNITING LOCAL COMMUNITIES IN OBSERVANCE OF FLAG DAY

NEW YORK (April 24, 2007) - - Star-spangled spirit will unfurl at hundreds of shopping centers across the country this summer as the industry bands together for an *An Old Glory ★ous Celebration* 2007. The patriotic campaign, led for the second year by the International Council of Shopping Centers, Inc. (ICSC), launches Memorial Day weekend with community pledge drives encouraging patrons to raise the flag across America on Flag Day, Thursday, June 14.

Shopping centers representing 12 leading industry companies will participate in the patriotic campaign, culminating with flag raising events and other family-friendly activities held in observance of Flag Day. The Veterans of Foreign Wars (VFW) and AMVETS (American Veterans), two of the nation's most prominent veterans organizations, will lend their support again at the local and national level, with many shopping centers partnering with the groups to honor U.S. troops, veterans and hometown heroes. Mall shoppers who sign a pledge to fly the flag June 14 will receive a complimentary stick flag, and will often be recognized by the local mall as part of the festivities.

“Through *An Old Glory ★ous Celebration*, U.S. shopping centers will kick-off the summer by rallying communities in a salute to our nation's flag and the men and women who defend our freedom,” said ICSC President and CEO, Michael P. Kercheval.

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OLD GLORIOUS FLAG DAY CELEBRATION JUNE 14TH

“Local shopping centers will provide a forum for consumers to commemorate Flag Day and display their patriotic pride by pledging to fly the stars and stripes,” added Kercheval.

An Old Glory ★ous Celebration, a national Flag Day campaign led by ICSC, unites communities in a commemoration of patriotism and the American flag. This year hundreds of shopping centers representing 12 leading industry companies are taking part in the program, including: **Aronov Realty Management, Inc.**; **CBL & Associates Properties, Inc.**; **Developers Diversified Realty**; **Forest City Enterprises**; **General Growth Properties**; **Glimcher Realty Trust**; **J. Herzog & Sons, Inc.**; **Kravco Simon Company**; **Macerich**; **Madison Marquette**; **The Mills Corporation**; and **Urban Retail Properties Co.** The following individual properties: Shadow Lake Towne Center; South Hill Mall; Temple Mall; Valley Fair Mall; and Westshore Mall are participating as well.

For more information or a complete list of participating centers, visit www.oldglorious.com.

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