

Holiday Shopping Guide

A Mall Web Site That Knows What You Want

(NAPSA)—A unique, interactive mall Web site program that e-mails consumers with information they asked for has made a sale with its customers.

The Web site program, created by Crown American Realty Trust, has also added special holiday functions that customizes consumer preferences to each Web site of the Company's 26 regional shopping malls. The interactive functions, now being featured through the end of the year, include:

Holiday Wish List—Patrons can register their holiday wish list by store, item and size on the mall Web site. Friends and loved ones can then view the individual list. The program is being supported with in-mall signage and convenient lists that can be filled out while shopping at the mall. The customers then use the list to fill out their wish list on the Web site.

Letters To Santa—Children can send an e-mail to Santa Claus with all their holiday requests. A personalized response will then follow in a few days. A special Children's Privacy Policy has been developed for this function. None of the information being collected on children is being retained.

The Web sites feature consumer-friendly, dynamic content presented in a personalized and interactive format. Consumers visiting any of the mall Web sites can find information on current sales and events and register for weekly e-mail notifications that



YOU GOT E-MALL—A Web site program gets spruced up for the holidays by adding interactive functions that give customers information they ask for.

contain information only on the events, special offers and sales that the user specifies. After indicating individual preferences, the Web site automatically reconfigures to the interest of the user.

Consumers will then receive customized weekly e-mails with information on only retailers they have chosen. This is to help the shopping experience be more efficient and productive.

Mall-wide gift certificates are also available for online purchases. Other functions include a mall directory, directions and a listing of jobs available at the mall. The Company has also established a strict privacy policy for each Web site with regards to information communicated by consumers.

Malls participating in this program can be found at www.crownamerican.com.