

17 November 2010



Westfield Group

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The Manager
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Dear Sir/Madam

**WESTFIELD GROUP (ASX:WDC)
MEDIA RELEASE: WESTFIELD LAUNCHES FIRST STAGE OF ONLINE SHOPPING MALL
IN AUSTRALIA**

Attached is a media release regarding the launch of the first stage of Westfield's online shopping mall in Australia.

Yours faithfully
WESTFIELD GROUP

**Simon Tuxen
Company Secretary**

Encl.

Westfield Holdings Limited ABN 66 001 671 496

Westfield Management Limited ABN 41 001 670 579 AFS Licence 230329
as responsible entity for **Westfield Trust** ABN 55 191 750 378 ARSN 090 849 746

Westfield America Management Limited ABN 66 072 780 619 AFS Licence 230324
as responsible entity for **Westfield America Trust** ABN 27 374 714 905 ARSN 092 058 449



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WESTFIELD LAUNCHES FIRST STAGE OF ONLINE SHOPPING MALL IN AUSTRALIA

MEDIA RELEASE

The Westfield Group (ASX:WDC) today took its first step into online shopping with the launch of Westfield.com.au – an online mall for Australian consumers.

In its first stage the online mall will feature more than 100 retailers, with more than 50 open today and the remainder opening over coming weeks. Beyond that, the number of retailers, as well as the types of products available, is expected to grow with the aim of providing shoppers with the best range, delivery and customer service possible.

Group Managing Director, Westfield Group, Mr Steven Lowy, said the launch of the online mall was a significant development for the company.

“Westfield’s core business has always been to create new and exciting ways to connect shoppers with retailers,” he said.

“Our shopping centres have done this for more than 50 years, continually adapting to cater for changing retail formats and shopping habits.

“The creation of an online mall is simply a new ‘marketplace’ which will complement our existing shopping centre business.

“We believe the real and virtual shopping centres will become mutually reinforcing, with shoppers using both channels to find and buy products from our retailers.”

Mr Lowy said the online mall would mirror in many ways the benefits that Westfield shopping centres offered – a wide range of quality retailers in a single location, supported by the Westfield brand and customer service.

“Our first step into online shopping poses both challenges as well as enormous opportunities to develop our business in new ways and will bring a new dimension to Australian online retail” he said.

Westfield.com.au offers shoppers the advantage of being able to search, compare and purchase products from multiple retailers in one transaction, with a single checkout. Shoppers at Westfield.com.au will also be able to save their delivery and payment details in order to checkout even faster.

A key feature of the online mall is that it allows shoppers to search not only by retailer, but by category, product, brand, price and size across all online stores at Westfield.com.au. It will also allow shoppers to interact with each other, ‘sharing’ their choices and purchases on Westfield.com.au and via key social media sites.

From today, more than 150,000 products representing over 3,000 brands are available for sale from over 50 retailers across multiple categories.

westfield.com

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For further information please contact Julia Clarke on +61 2 9358 7426



Westfield Managing Director Australia and New Zealand, Mr Robert Jordan, said the online mall could potentially serve a much broader market than the existing Westfield shopping centres.

“Already, Westfield centres in Australia generate more than 440 million customer visits each year.

“The online mall will serve not only these existing Westfield shoppers, but an entirely new market that currently does not have access to a Westfield shopping centre,” he said.

Mr Jordan said interest from retailers had been strong.

“This has come not just from our existing retailers but from ‘bricks and mortar’ retailers who are not currently trading in a Westfield centre as well as retailers who currently operate purely online,” he said.

Westfield Director Business Development Michelle Vanzella said: “Shoppers will be able to research, compare and buy from an extended range of stores with the confidence that Westfield will manage their payment, data and experience.

“As is the case in our shopping centres, shoppers will effectively be transacting directly with each retailer because the Westfield system allows individual retailers to receive an order, and payment, and then deliver directly to the shopper.

“Consistent with global best practice, Westfield.com.au supports 256 bit SSL encryption to secure transactions and shopper’s credit cards will not be charged until their goods are shipped.

“All stores on Westfield.com.au offer flat rate delivery around Australia, either in standard and/or express delivery times, and all stores offer at least one form of free returns, either directly into their physical outlets and/or via return post. Westfield will provide online and call centre support for shoppers requiring assistance with their purchases.

“Westfield is committed to providing a convenient, easy and high quality online shopping experience that will grow in both store numbers and shopper features over the coming months.”

Leading retailers to open on Westfield.com.au in Stage 1 include Sportscraft, Leona Edminston, Supre, Surfstich, Seafolly, RM Williams, Wanted Shoes, Edward Meller, Borders and JB Hi Fi. Other key retailers to follow include Saba, Witchery, Eeni Meeni Miini Moh, Shoes & Sox, Mimco, Sunglass Hut, Gregory Jewellers, Teds Camera Store and Cellarmaster.

A list of retailers which have signed leases for Westfield.com.au as at 17 November 2010 is attached. For a list of those trading from today visit Westfield.com.au

ENDS

westfield.com

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MEDIA RELEASE

The Westfield Group (ASX Code: WDC) is an internally managed, vertically integrated, shopping centre group undertaking ownership, development, design, construction, funds/asset management, property management, leasing and marketing activities and employing approximately 4,000 staff worldwide. It has investment interests in 119 shopping centres across Australia, the United States, the United Kingdom and New Zealand, encompassing in excess of 23,700 retail outlets. With a total value of assets under management in excess of A\$61 billion, the Westfield Group is the largest retail property group in the world by equity market capitalisation.

Westfield Online Retailers	
Adore Beauty	My Pet Care
Angel Maternity	MyCatwalk.com
Aussie Farmers Direct	Napoleon Perdis
Austen Brothers	Nautica
Bardot	Nirvana Beauty
Ben Sherman	Novo
Body Royale Accessories	OPSM
Borders	Oranges and Lemons
Brasilfit	Ordio
Cardio tech	Oxford
Catwalk	Party Bling
Cellarmasters	Payless Shoes
Chalet	PeepToe
Charm Me	Pharmacy Online
Colorado	Pure Baby
Corban & Blair	R.M. Williams
Costumebbox	Roger David
Define Watches	Ron Bennett
Dusk	Ron Bennett Big Mens Clothing
Ecco Shoes	Roses Only
Edward Meller	Saba
Eeni Meeni Miini Moh	Seafolly
Ella Rouge	Secrets Shhh
Farage	Selfcare Skin Lab
Florsheim Shoes	SES Fashions
Forcast	Sheike
Fossil	Shoe Superstore
Fruit Only	Shoes & Sox
Games Paradise	Shoes of Prey
General Trader	Speedo
Glue Store	Spendless Shoes
Gregory Jewellers	Sportscraft
HairBodySkin	Stuart Weitzman for Hermmans
Hampers Only	Sunglass Hut
Henleys	Supre
Hussy	SurfStitch
Jag	Tarocash
JB Hi Fi	Ted's Camera Store
Jeanswest	The North Face
Jeep	The White Linen Company
Larry Adler Outdoor	Thomas Sabo
Larry Adler Ski	Tilkah
Laura Ashley	Tony Bianco
Le Desire	Toys Paradise
Leona Edmiston	Trixa Body
Life Interiors	Trixa Pet Supplies
Little Joe Women	Ugg
Lowes- Manhattan	Vivid Streetware
Magppie	Wanted Shoes
Marley Rose	3 Wise Men
Midas	Witchery
Mimco	YD.
Mollini	Yogee Toys