

SANTANA ROW

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The Santana Row Concierge Center Introduces New Services

SAN JOSE, Calif. (July 15, 2009) – Adding to an already extensive list of complimentary services, the **Santana Row Concierge Center** recently introduced two new programs that personalizes the Santana Row guest experience and makes shopping at Silicon Valley's premier retail and dining destination more convenient than ever.

The Row Personal Shoppers can assist with finding anything from a gift for a special someone to a power suit for an important client presentation. Simply visit SantanaRow.com to send a detailed request to the Concierge Center. The Row Personal Shoppers will search Santana Row retailers and, within 48 hours, will compile a selection of items that match your description and price range. It's fast, it's easy, and it's entirely complimentary.

Love to Dine, Stay to Shop is a unique program that offers groups the opportunity to create a customized shopping and dining experience by pairing lunch or dinner at a Santana Row restaurant with an exclusive shopping event at a participating boutique or spa. The private shopping excursion will even include complimentary wine or champagne and a special discount for everyone in the party. You pick the places, and the Concierge staff will handle all the details. (Discounts available at certain retailers only.)

Both Personal Shopping and Love to Dine, Stay to Shop are complimentary; guests pay only for the merchandise they choose to purchase, with no hidden service charges. In addition to these services, the Concierge Center also offers Santana Row gift card sales, custom gift sets, transportation assistance and information on all facets of the property.

The Concierge Center is located at 377 Santana Row at the entrance to the Santana Heights parking garage behind Sino and Left Bank Brasserie. For more information, call 408-551-4611 or visit SantanaRow.com/concierge.

About Santana Row

Santana Row is a one-of-a-kind neighborhood that blends a distinctive mix of living, shopping, dining and entertainment. Located in the heart of Silicon Valley, Santana Row features 563,000 square feet of retail, an international array of restaurants, a 213-room European-style boutique hotel and six-screen arts theatre, all surrounded by meticulously landscaped gardens, parks and plazas. Above the retail pedestal are 514 residential units, featuring a fitness center and resort-style pool. Santana Row is a property of Federal Realty Investment Trust (NYSE:FRT), headquartered in Rockville, Maryland.

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