

# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

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### **INTRODUCING THE SANTANA ROW IPHONE APP**

*-Federal Realty's signature shopping and dining destination becomes first shopping center in Silicon Valley to launch its own mobile application-*

ROCKVILLE, Md. (July 28, 2009) – Federal Realty Investment Trust (NYSE:FRT) today announced that Santana Row, Silicon Valley's premier destination for shopping, dining and nightlife, has launched its own iPhone application, one of the first of its kind for a mixed-use center in the U.S. The app, which is now available for download via iTunes, gives users of the popular mobile device simple and convenient access to Santana Row news, information and incentives right in the palm of their hand.

"Mobile devices such as the iPhone are rapidly becoming a primary tool not only for communicating, but for obtaining information as well," said Collette Navarrette, marketing director for Santana Row. "Like much of the Bay Area's population, our guests are a tech-savvy audience who are accustomed to getting information immediately – that's what we're striving to do."

The Santana Row iPhone app combines basic store directory information such as hours and descriptions with interactive functionality. Users can browse shops alphabetically or by category, review cuisines and sample price points for each restaurant, and connect with one-touch dialing. First time visitors can pull up a map with a marker showing exactly where the business is located in the neighborhood.

Those looking for something to do can view a schedule of movies and showtimes at CinéArts @ Santana Row and a calendar of Santana Row events that lists everything from jazz concerts and cooking demonstrations to store sales and promotions. The app also links to information on Hotel Valencia and residential offerings, and connects directly to the Santana Row Concierge Center with one touch. Santana Row fans will also enjoy the Rewards section, a fun, interactive game that allows users to download discounts and other incentives from retailers and restaurants.

In addition to the initial components of the iPhone app, Santana Row plans to enhance the program over time by developing additional functionality including gift card sales, real-time parking information and restaurant reservations.

Recognizing the need for instant contact with shoppers and diners nationwide, Federal Realty is evaluating iPhone apps for other signature retail destinations including Bethesda Row, in Bethesda, Md., and Pentagon Row and The Village at Shirlington both in Arlington, Va.

The Santana Row iPhone application is currently available for download through the iTunes store and is available for both iPhone and iPod Touch devices. For more information, call 408-551-4611 or visit [SantanaRow.com](http://SantanaRow.com).

#### **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.

#### **About Federal Realty**

Federal Realty Investment Trust is an equity real estate investment trust specializing in the ownership, management and redevelopment of high quality retail assets. Federal Realty's portfolio (excluding joint venture properties) contains approximately 18.1 million square feet located primarily in strategically selected metropolitan markets in the Northeast, Mid-Atlantic, and California. In addition, the Trust has an ownership interest in approximately 1.0 million square feet of retail space through a joint venture in which the Trust has a 30% interest. Our operating portfolio (excluding joint venture properties) was 94.2% leased to national, regional, and local retailers as of March 31, 2009, with no single tenant accounting for more than approximately 2.6% of annualized base rent. Federal Realty has paid quarterly dividends to its shareholders continuously since its founding in 1962, and has increased its dividend rate for 41 consecutive years, the longest record in the REIT industry. Federal Realty is an S&P MidCap 400 company and its shares are traded on the NYSE under the symbol FRT.