

SANTANA ROW

SHORT-TERM LEASING OPPORTUNITIES





ABOUT FEDERAL REALTY

Federal Realty Investment Trust is an equity real estate investment trust specializing in the ownership, management, development, 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 95.5% leased to national, regional, and local retailers as of September 30, 2008, with no single tenant accounting for more than approximately 2.6% of annualized base rent.

As a leading shopping center developer and manager, Federal Realty gives businesses a variety of locations in which to lease space. Short-term Leasing at Federal Realty offers both the novice and veteran retailer:

- A comfortable environment in which to do business.
- High traffic and exposure.
- A location where most shoppers are in a buying mood.
- Flexible leasing terms, from a single day for a special event to a weekend, week, month, season, or even a year.
- Use of the shopping center's common areas for a cart or kiosk location or available in-line space for larger store concepts.

Leasing short-term space in a shopping center provides you with a way to test or launch a new product, take advantage of peak shopping seasons, gain exposure, or expand an existing business. It also provides the prestige and marketability your business deserves.

As a new business just starting out or an existing business ready to expand, you will have something in common with successful national retail chains: each one started with a single store, a viable concept, the right merchandise – and a good location. The next success story could be yours.

SHORT-TERM LEASING AT FEDERAL REALTY

Never owned a business before? Not to worry.

At Federal Realty, our goal is your business's success. That is why we have dedicated on-site management teams at each shopping center to ensure that the center and your business are well maintained and highly visible within the community. In addition, to help you get started, you will receive the Federal Realty Short-term guideline outlining each step necessary for opening your business. You will find helpful information that includes an opening checklist; a guideline and resources for carts and kiosks; information about insurance, ordering local services, setup, and move-in; and much more.

Choose from a variety of short-term leasing spaces:

- Cart:** A freestanding unit provided by the shopping center in the common area. Phone line and electrical provided.
- Kiosk:** A unit provided by the tenant – at the tenant's expense – to be used in the common area. Phone line and electrical are provided. Shopping center management must approve design prior to fabrication and installation.
- In-Line:** A store space with walls and a storefront. Phone line provided; electric service provided is negotiable.

Ready to get started?

Included in the end of this brochure is the Short-term Leasing Preliminary Application. If you are interested in leasing a temporary space in a Federal Realty Shopping Center, simply fill out the enclosed application and fax or email it back to **(408) 241-1185, mkelleher@federalrealty.com attention Mike Kelleher** or visit www.santanarow.com for an online application. A Federal Realty Short-term Leasing Representative will contact you to discuss the opportunities.





FREQUENTLY ASKED QUESTIONS

What are carts, kiosk, and in-lines?

Cart: A freestanding unit provided by the shopping center in the common area. Phone line and electrical provided.

Kiosk: A unit provided by the tenant – at the tenant’s expense – to be used in the common area. Phone line and electrical are provided. A Short-term Leasing Representative must approve design prior to fabrication and installation.

In-Line: A store space with walls and a storefront. Phone line provided; electric service provided is negotiable.

Are the visual requirements?

Yes. You will be required to meet with our visual merchandiser if one is available on site. If not, the Short-term Leasing Representative will work with you on your store presentation, fixtures, props, etc. Final approval will be given by the Short-term Leasing Representative.

Is fixturing provided?

Not typically. Fixtures and props are the tenant’s expense.

Can I take up more than my designated common-area space?

No. All products must remain within the boundaries of your leased space.

Can I attach things to the cart?

No. Absolutely no drilling, taping, hammering, or screwing can be done to the unit.

FREQUENTLY ASKED QUESTIONS

Are cash registers, credit card machines, phone lines provided?

No

What do I need to have to become a tenant?

- A unique concept
- Valid business license/tax I.D. number
- Certificate of Insurance naming the shopping center as additional insured with the designated limits (see attachment)
- A meeting with the visual merchandiser, Short-term Leasing Representative, or Shopping Center Manager to discuss your concept

What kind of term is offered on the lease?

It is negotiable – typically a minimum of 3-6 months but no longer than a calendar year.

Do I have to be open all shopping center hours?

Yes.

Why are rates typically not given over the telephone?

To give an accurate rate, the application must be reviewed to evaluate what type of space is needed and what product/service is being proposed.

Can I pick which location I want in the shopping center?

Our staff will make every effort to accommodate location requests. However, please understand that empty spaces may be unavailable due to legal issues or pending deals. Location selection also includes factors like mall merchandise mix, market rates for space, and pending permanent and temporary leasing activity.

Do I have to be open all shopping center hours?

Yes.

Whom shall I contact to become a tenant?

Mike Kelleher
(617)684-1502
mkelleher@federalrealty.com



FARMERS' MARKET



SANTANA ROW FARMERS' MARKET "Artisans on The Row"

Every Sunday, 11:-00 am - 3:00 pm

LOCATION: Park Valencia

DEMOGRAPHICS:

Household income, 10-mile radius	\$150,000+ = 24%
	\$149,999-\$100,000 = 21%
Medium Home Value, 10-mile radius	\$846,134
Population, 10-mile radius	1,489,844
Age 25-44	493,149
Ethnicity Breakdown	Caucasian = 53%
	Asian = 29%
	Two or more Races = 14%
	Other = 3%
Average Santana Row Traffic	30,800 customers per day
Average Concert Attendance	350 per concert

EVENT ADVERTISING:

On-property Signs/Collateral
5,000 Take Ones on property
Website feature on Santana Row website and PCFMA website
Calendar Listings (newsprint and online)
15,000 E-blast Campaign

For information on how to become a vendor at the Farmers' Market, contact Mike Kelleher at (617) 684-1502 or mkelleher@federalrealty.com

FEDERAL REALTY – SANTANA ROW TENANTS BASIC INSURANCE REQUIREMENTS

Worker's Compensation

In compliance with all statutes requiring such coverage in the state where the center is located, covering employees, volunteers, temporary workers and leased workers. Employer's Liability in a minimum amount of \$1,000,000 each accident, include all employees, volunteers, temporary and leased.

Comprehensive General Liability

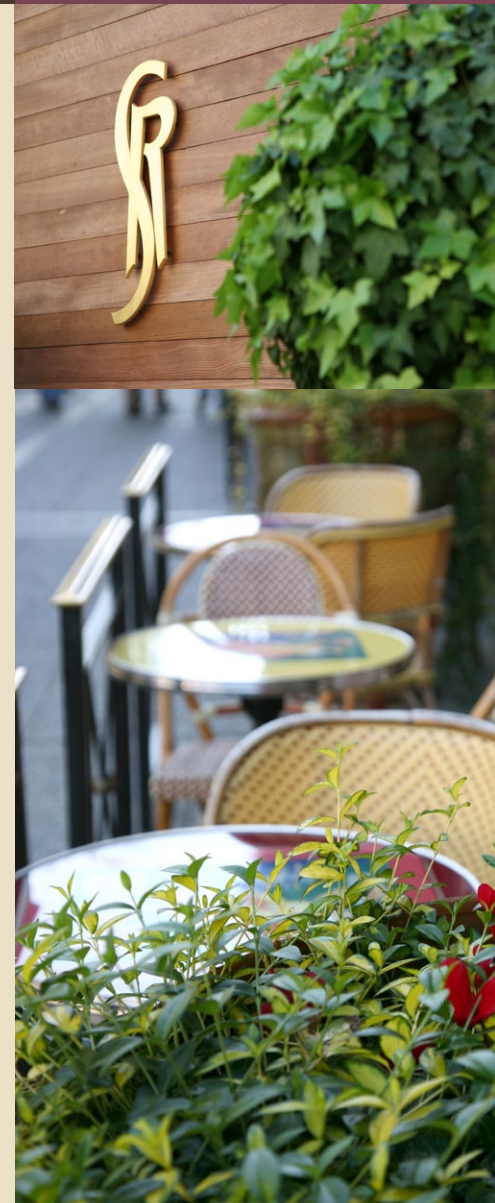
- \$1,000,000 Products and Completed Operations
- \$1,000,000 General Aggregate
- \$1,000,000 Per occurrence for bodily injury and property damage

Additionally Insured

All insurance policies (except workers compensation) shall include the Landlord, its managing agent, and any other parties designated by Landlord as additionally insured. Demolition or construction may not commence until this statement is properly indicated on the insurance certificate.

Certificate Holder should read:

FRIT San Jose Town & Country Village, LLC
3055 Olin Avenue
Suite 2100
San Jose, CA 95128





SANTANA ROW

3055 Olin Avenue, Suite 2100

San Jose, CA 95128

PH 408.551.4600

www.santanarow.com

FEDERAL REALTY SHORT-TERM LEASING PRELIMINARY APPLICATION

Thank you for inquiring about the Short-term Leasing Program at Santana Row.

We require that you complete the following application.

PERSONAL/BUSINESS INFORMATION

Contact Name: _____

Corporate Name: _____

Store Name (DBA): _____

Home Address: _____

Business Address: _____

Social Security #: _____ Driver's License #: _____

Federal Tax ID #: _____ Home Phone #: _____ Business Phone #: _____

Fax #: _____ Cell Phone #: _____ Email Address: _____

APPLICANT TYPE (Please Check One)

Sole Proprietorship:

Partnership:

Corporation:

SPACE REQUESTED

Cart

Kiosk

In-Line Store

Other _____

DESIRED LEASE TERM

1-3 Months

3-6 Months

6 Months – 1 Year

Holiday _____

Other _____

Proposed Opening Date _____

MERCHANDISE CONCEPT OR THEME/SERVICE

Please describe in detail. Pictures or a sample of the merchandise you will be selling should be sent with this application.

Please list any other existing business locations:

Merchandise Price Range: _____ Projected Monthly Sales: _____

FEDERAL REALTY SHORT-TERM LEASING PRELIMINARY APPLICATION

CREDIT REFERENCES/BANK INFORMATION

Bank: _____ Account #: _____ Phone #: _____

Applicant Signature: _____ Date: _____

Please allow at least five (5) business days for a response. We will contact you after we have reviewed your application. No rental rates will be given prior to receiving this application. Please return your application to the address on the cover letter.

In the meantime, please understand that this application is part of our ongoing preliminary review and does not create rights or obligations for or against either party. Rather, this application is nonbinding and constitutes neither a lease nor a promise or commitment to make a lease. To be enforceable by or against a party, a lease agreement between parties must be written and signed by both parties. Landlord reserves the right to withdraw and reject any offer to enter into a lease agreement.

Thank you.

APPLICATION TO EXHIBIT / SPONSOR

Farmer's Market "Artisans on the Row"

Company Name: _____

Contact Name: _____ Tel: _____ Fax: _____

Email: _____ Web Address: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

List ALL products/services to be displayed and featured: _____

Attach three (3) photographs of your product with your application
(Not applicable if your website has images)

REQUIREMENTS:

- All products must be original works of art.
- All artists are required to provide their own table, chair and linens for set up. Space location may change depending on artisans reservation date and frequency of attendance. A 10'x10' tent is permissible. All tents must be properly weighted and approved.
- Display set up must be approved prior to initial participation.

FEES:

_____ \$200/one Sunday only

_____ \$150/series of 8 Sundays (must be completed within a 3-month time period)

_____ \$100/series of 12 Sundays (must be completed within a 4-month time period)

Please submit this application by mail or fax to:

Mike Kelleher - Director of Asset Management

3055 Olin Ave., Ste. 2100

San Jose, CA 95128

Fax: 408.241.1185

*Confirm receipt of this application by calling: (617)684-1502

TOTAL PARTICIPATION FEE: \$ _____

OFFICE USE ONLY:

Date Application Received: _____

Space # Assigned: _____

Assigned By: _____