

SANTANA ROW

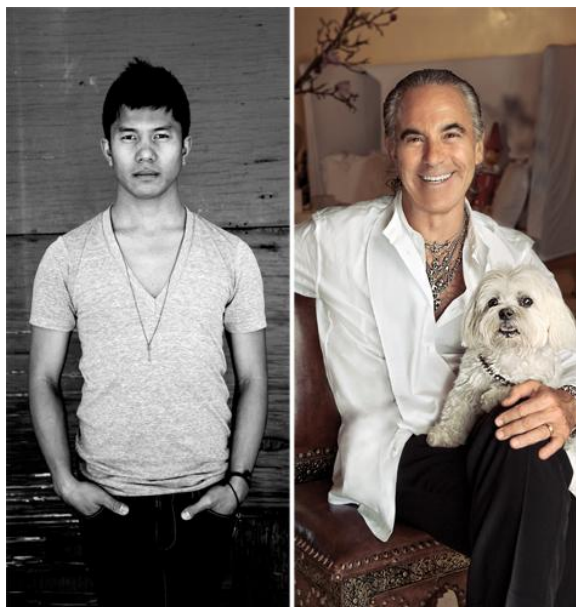
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FASHION STARS TO ATTEND SANTANA ROW'S 6TH ANNUAL FALL FASHION IN THE PARK September 10-11, 2010

Project Runway's Jay Nicolas Sario and designer Donald J. Pliner to make special appearances at the South Bay's premier style event of the year!



SAN JOSE, Calif. (August 3, 2010) – “Project Runway” Season 7 star **Jay Nicolas Sario** (*far left*) and designer **Donald J. Pliner** will make special guest appearances at **Fall Fashion in the Park**, Santana Row's 6th annual celebration of fashion & philanthropy. Taking place Friday, September 10 and Saturday, September 11, the event will feature two days of exclusive parties, special shopping & style events and runway shows benefiting four Bay Area non-profits: San Jose Silicon Valley Chamber of Commerce, EHC LifeBuilders, National Charity League and Junior League of San Jose. Tickets for Fall Fashion in the Park are on sale now at santanarow.com or by calling 408-551-4611.

Seventeen Santana Row retailers—including Boutique Harajuku, Pink Stripes, Anne Fontaine, Touleh Pet Boutique, Donald J. Pliner, Atelier

AVEDA Lifestyle Salon Spa, Priscilla of Boston, Cole Haan, Oakley, Ted Baker, Penelope, St. Croix, Blues Jean Bar, Eli Thomas for Men, Franco Uomo, Tommy Bahama and Furla—will walk the runway, showing off their newest looks and hottest must-haves for fall for both men and women in four runway shows, each one benefitting a different non-profit. The schedule of shows and pre-show receptions is as follows:

FRIDAY, SEPTEMBER 10

12 p.m. (show begins at 12:45)

6 p.m. (show begins at 6:45)

SJ-SV Chamber of Commerce, with guest **Donald J. Pliner**
EHC LifeBuilders, with guest **Jay Nicolas Sario**

SATURDAY, SEPTEMBER 11

2 p.m. (show begins at 2:45)

6 p.m. (show begins at 6:45)

National Charity League
Junior League of San Jose

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San Francisco-based Sario, a runner-up on Season 7 of the Emmy-nominated hit "Project Runway," will guest host the Friday evening show, then stop by the post-show soiree at Ted Baker where ticket holders will have a chance to meet the designer. Pliner, known for his fashion-forward footwear for men and women, will guest host the Friday afternoon show, as well as appear in his eponymous Santana Row boutique from Noon-5 p.m. to greet guests and promote his Fall 2010 collection.

Tickets for Fall Fashion in the Park are \$40 and include seats at one runway show, pre-show wine & hors d'oeuvre reception, a private shopping boutique and a post-show bash. VIP tickets, which include reserved front row seating, unlimited complimentary champagne and valet parking, are \$60. **A portion of ticket sales for each show will benefit that non-profit organization.**

Fall Fashion in the Park takes place September 10 & 11 in Santana Row Park, located on Santana Row between Olin Avenue and Olsen Drive across from Left Bank Brasserie. To purchase tickets, or for more information on the event, visit SantanaRow.com or call the Concierge Center at 408-551-4611

About Santana Row

Santana Row is Silicon Valley's premier destination for shopping, dining and nightlife. Santana Row features 578,000 square feet of retail, more than two dozen acclaimed restaurants, a 213-room boutique hotel and six-screen movie theatre, all surrounded by landscaped gardens, parks and plazas. Above the retail pedestal are 514 residential units, featuring a fitness center and resort-style pool, and 114,000 square feet of office space. 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, development, and redevelopment of high quality retail assets. Federal Realty's portfolio (excluding joint venture properties) contains approximately 18.2 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 94.1% leased to national, regional, and local retailers as of March 31, 2010, 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 42 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.

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