

# SANTANA ROW

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## **Santana Row iPhone App Wins International Council of Shopping Centers' 2010 ICSC U.S. MAXI AWARD**

***Award recognizes outstanding marketing initiatives in the  
shopping center industry***

**SAN JOSE, Calif. (March 3, 2010)** – The International Council of Shopping Centers (ICSC), the global trade association for the shopping center industry, today awarded its 2010 ICSC U.S. Maxi Award in the category of New Media to Santana Row and its iPhone application, which debuted last July. Santana Row General Manager Tom Martin accepted the award, given to the industry's most successful and innovative marketing programs, at ICSC's Fusion Conference in Chicago.

"The success of the Santana Row iPhone App has exceeded our expectations on all levels, from the sheer number of downloads it has received to the significant traffic and sales it drives to our merchants," said Martin. "I accept this award on behalf of Collette Navarrette, our creative and talented Marketing Director without whom the concept of the App would never have been realized."

The Maxi Awards are given in ten categories, including Cause Related Marketing, Sales Promotion, Business to Business, and New Media, which was added this year to honor web sites, social media, and other digital communications that achieve a center's brand and marketing communication goals. Santana Row's iPhone App was among more than a hundred nominees and was one of 11 finalists in the New Media category.

Developed by Navarrette in conjunction with Coakley Heagerty, the Santana Row iPhone App combines basic store directory information with interactive functionality. Users can browse a calendar of events, check movie showtimes at CineArts, get information on residential offerings, and download special discounts and incentives from Santana Row retailers.

Since launching last summer, the Santana Row iPhone App has had nearly 6,000 downloads from Apple's iTunes store. Based on this success, Santana Row will be extending this convenient, all access pass to Santana Row information to more smart phone users when it rolls out a version for Blackberry devices later this year.

**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 65,000 square feet of office space. Santana Row is a property of Federal Realty Investment Trust (NYSE:FRT), headquartered in Rockville, Maryland.

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