

SANTANA ROW

FOR IMMEDIATE RELEASE

CONTACT: Ed Kiley

415-826-0785 / ed@edkiley.com

SANTANA ROW ANNOUNCES NEW RETAILERS

***Luxury bridal salon PRISCILLA OF BOSTON and men's accessory brand
HLASKA will join merchandising mix***

SAN JOSE, Calif. (November 9, 2009) – Santana Row, a property of Federal Realty Investment Trust (NYSE: FRT), announced today that legendary bridal retailer **Priscilla of Boston** will open a 7,000 square foot bridal salon at Santana Row. The salon, which is slated to open in spring 2010, will be located at 356 Santana Row, Suite 2000, above Anthropologie.

“We’re very pleased to welcome Priscilla of Boston to Santana Row,” said **Chris Weilminster**, senior vice president - leasing for Federal Realty Investment Trust. “Priscilla of Boston is a dynamic brand that not only complements our current retail landscape, but also brings an established bridal component to our offerings.”

Known for creating gowns of timeless elegance and quality craftsmanship, Priscilla of Boston first gained international fame when designer Priscilla Kidder was asked to design gowns for the daughters of U.S. Presidents Johnson and Nixon, and for the wedding of Princess Grace of Monaco to Prince Rainier. Since then, the brand has grown to include more than 15 signature salons nationwide that carry a selection of top designer brands in addition to its own distinctive fashions.

Santana Row also announced the opening of **Hlaska**, the menswear and accessories brand established by designer Anthony Mazzei and YouTube co-founder Chad Hurley. Slated to open this month, the Santana Row shop will be located at 355 Santana Row, Suite 1005 and will carry Hlaska’s signature lines of men’s accessories such as bags, wallets and neckties. Hlaska is the second accessories retailer to open on The Row in recent months, following the opening of **Flying Lizard Designs**, a boutique that features the exquisite creations of jewelry designer Vallora Sabourin. Sabourin’s designs have been worn by various Hollywood celebrities and can be seen in InStyle, Oprah, Glamour and other popular fashion magazines.

In addition to the new retailers, **Straits**, Chef Chris Yeo’s popular Singaporean restaurant and nightlife destination, will be expanding this fall, adding approximately 1,000 square feet to its outdoor patio and dining area.

For more information on Santana Row shops and restaurants, visit SantanaRow.com.

ED KILEY • public relations | communications | marketing

land 415.826-0785 • cell 415.846.7024 • fax 415.296.0663 • email ed@edkiley.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 Investment Trust

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 18.2 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 94.2% leased to national, regional, and local retailers as of September 30, 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 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. For more information, please visit www.federalrealty.com.

#