

SANTANA ROW

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Santana Row's RAINY DAY REWARDS Returns for its fifth year

Shop on a rainy day and receive 10% off at participating retailers!

SAN JOSE, Calif. (December XX, 2009) – Santana Row's popular Rainy Day Rewards program returns for a fifth year of brightening the damp days of winter with special savings and gifts.

From now through March 31, 2010, guests who shop & dine at Santana Row on a designated "rainy day" receive 10% off purchases at participating retailers and restaurants, including Z Gallerie, BCBG Max Azria, Pizza Antica, Furla, LB Steak and more. Plus, when you spend \$150 you'll receive a signature Santana Row golf umbrella; spend \$300 and receive a \$20 gift certificate to a Santana Row shop or restaurant.

To determine if it's "rainy day," visit SantanaRow.com and look for the weather icon. If the chance of precipitation is 70% or more at anytime between 10 a.m. and 6 p.m., it's officially a "Rainy Day" at Santana Row.

In addition to these great deals, Santana Row also offers complimentary umbrellas to keep shoppers dry on rainy days. Simply pick one up at the Concierge Center or on the ground level of the Winchester Garage behind Straits, use it while you shop The Row, then drop it off on the way back to your car.

For more information on Rainy Day Rewards and other Santana Row programs, call the Concierge at 408-551-4611 or visit Santanarow.com.

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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