

SANTANA ROW

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YARD HOUSE TO OPEN FIRST NORTHERN CALIFORNIA LOCATION AT 300 SANTANA ROW

***Santana Row also announces first South Bay locations of
100% PURE and JEST JEWELS***

SAN JOSE, Calif. (July 7, 2010) – Santana Row, a property of Federal Realty Investment Trust (NYSE: FRT), today announced three new merchants: the first Northern California location of **Yard House**, an upscale sports bar and restaurant; the first South Bay locations of **100% Pure Cosmetics**, purveyor of all-natural, fruit-based cosmetics and skincare products; and San Francisco-based jewelry and accessory boutique **Jest Jewels**.

Slated to open in winter 2011, **Yard House** will occupy approximately 10,000 square feet on the ground level of 300 Santana Row, Santana Row's newest office address. The upscale-casual eatery will feature 130 beers on tap, pouring domestic, imported and regional microbrews and a glass-enclosed keg room that will house as much as 5,000 gallons of beer at a time. The menu of American fusion cuisine features over 100 items including salads, pastas, sandwiches, burgers, seafood, steaks and ribs. A Kids Klub menu offers healthy, fresh-to-order favorites. In addition to a trademark classic rock soundtrack playing throughout the day, dozens of flat screens will showcase the day's news and sporting events.

"Yard House brings a distinct new dining experience to Santana Row's incredible restaurant lineup," said Chris Weilminster, senior vice president of leasing for Federal Realty. "The dynamic location at the base of San Jose's newest office address, 300 Santana Row, is an incredible amenity for Santana Row residents, hotel guests, office workers and shoppers. We're thrilled to have Yard House's first northern California location at Santana Row."

Located at the prime intersection of Santana Row and Stevens Creek Boulevard, the environmentally-friendly 300 Santana Row includes 65,000 square feet of Class A office space above the street-level retail and is expected to achieve LEED-certified gold status. Yard House joins Satellite Healthcare, which recently announced that it will relocate its corporate headquarters to the building this summer.

Oakland-based **100% Pure** produces all-natural bath and body, skin and hair care products that are produced without synthetic chemicals, artificial colors or fragrances, harsh detergents or other toxins. Founded by Susie Wang, it is the first and only cosmetics brand in the world that uses antioxidant-rich fruit and vegetable pigments to color its cosmetics. 100% Pure products have been featured in the pages of O, The Oprah Magazine, InStyle, Lucky and is slated to open in August at 378 Santana Row, Suite 1005.

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After 25 years in San Francisco, **Jest Jewels** will open its first South Bay location at Santana Row this July. The boutique will offer jewelry—both fine and fashion—handbags, hats, scarves and gift items in an exotic and eclectic atmosphere peppered with finds from regular trips to New York, London, Paris and India. Their finds have been showcased in such magazines as InStyle, Elle, Cosmopolitan and Glamour. Jest Jewels will be located at 356 Santana Row, Suite 1007, across from Hotel Valencia.

In addition to the new retailers, **Straits**, Chef Chris Yeo's popular Singaporean restaurant and nightlife destination, has just unveiled a 1,000 square foot expansion of its bar and lounge area.

For more information on Santana Row please 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 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 Investment Trust

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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