

SANTANA ROW

Quick Response Code Promo Week

August 1-7, 2011

WHAT: [Santana Row](#) is one of the nation's first mixed use shopping centers to use Quick Response or "QR" codes for a QR Code Promo Week (a free and simple-to-use smart phone app) to offer a week of exclusive incentives at its more than 70 shops and 20 restaurants. Stroll Santana Row using a smart phone and scan QR Codes located throughout The Row to discover great savings and shopping incentives.



MORE FUN: Scan and save incentives will include: \$1 offer any iced beverage at Peet's Coffee & Tea; 30% off at Big Buddha; buy one, get one free at Pinkberry; complimentary makeup touch-ups at Atelier AVEDA, and more.

WHEN: August 1-7, 2011

FOR MORE INFORMATION: Call 408-551-4611 or visit <http://www.santanarow.com>. Download the free Santana Row App for iPhone or Blackberry Smartphone for immediate, convenient, all-access pass to Santana Row news, information and incentives. Join us on [Twitter](#) and

[Facebook](#).

ABOUT SANTANA ROW:

Santana Row, a 1.5 million square foot mixed-use development in the heart of San Jose, California, is the Silicon Valley's premier destination for shopping, dining, living and nightlife. Surrounded by landscaped gardens, parks and plazas, Santana Row features over 70 retail shops, more than two dozen acclaimed restaurants, a 213-room boutique hotel and six-screen movie theatre. In addition to the dynamic retail collection, Santana Row offers 514 residential units featuring a fitness center, rooftop pool and resort-living accommodations, and 65,000 square feet of office space at 300 Santana Row, its newest office address. Santana Row is a property of Federal Realty Investment Trust www.federalrealty.com (NYSE:FRT), headquartered in Rockville, Maryland. For more information, please visit www.santanarow.com.

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