

NEWS RELEASE

Federal Realty
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FOR IMMEDIATE RELEASE

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FEDERAL REALTY ANNOUNCES DICK'S SPORTING GOODS AND CHOPT COMING TO WILLOW LAWN

*Dick's Sporting Goods and Chopt Creative Salad Company to open at Willow Lawn.
A.C. Moore relocating to new space.*

Richmond, VA, March 16, 2017 – [Federal Realty Investment Trust](http://www.federalrealty.com) is pleased to welcome Dick's Sporting Goods and Chopt Creative Salad Company to [Willow Lawn](#). Chopt anticipates a Fall of 2017 opening and Dick's Sporting Goods will open in the summer of 2018. Current merchant, A.C. Moore, will relocate to a new 18,000 sf space located between Ross and Tropical Smoothie.

[Dick's Sporting Goods](#) (47,000 sq. ft.) will open its doors in the summer of 2018 in a newly constructed space along the Kroger wing of Willow Lawn. This 47,000 sf space will incorporate many of the wood and brick design elements seen throughout the shopping center. This family-owned business was founded by Dick Stack in 1948 as a bait-and-tackle shop and quickly grew to be one of the largest sports retailers in America with over 675 stores. Ed Stack, current CEO, and his siblings bought the store from their father and have overseen the growth of Dick's. In addition to athletic equipment, outdoor gear, and sporting apparel, Dick's contributes locally, proudly supporting leagues, teams, athletes, and outdoor enthusiasts in the communities surrounding their stores.

[Chopt Creative Salads](#) (3,500 sq. ft.) will open in fall of 2017 in the pad site formerly occupied by AAA. Willow Lawn will be the entry location for Chopt in the Richmond market. As the first 'salad specialists,' Chopt looks for ways to push the boundaries of what a salad can be, looking ahead to a future where vegetable eating – and better fast food – is the norm. They are a community of food lovers whose curiosity leads them across the globe searching for faraway flavors with the same passion that they use to look for local ingredients and artisans. They explore the world's cultures and food traditions to bring you the Caesars and Cobbs of tomorrow.

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[A.C. Moore](#) (18,000 sq. ft.) will move from its current location to a renovated space located between Ross and Tropical Smoothie. This section of Willow Lawn was part of the original 1956 construction, and a new building will be constructed in the same footprint. The new design will include high-quality glass, brick, and wood to better compliment the architecture of the other renovated sections of Willow Lawn. A.C. Moore will open at its new location in early fall of 2017. A.C. Moore is the number one craft retailer in the U.S., with a vast array of floral merchandise and art materials.

Anthony Piperno, Chief Merchandising and Marketing Officer for A.C. Moore Arts & Crafts said, “A.C. Moore has enjoyed our long-standing partnership with Willow Lawn and the Richmond community, and we look forward to even more success in our brand new space! The new store upgrade within Willow Lawn allows us the unique opportunity to elevate the overall arts and crafts shopping experience while continuing to deliver the creative inspiration, great value, and dedicated service that our customers have come to expect. A.C. Moore is proud to be a part of the extensive history of Willow Lawn, and we are excited about what the future holds as Federal Realty adds robust offerings to an already strong regional real estate position.”

Deirdre Johnson, Vice President of Asset Management for Federal Realty Investment Trust, commented, “Bringing America’s premier sporting goods retailer to Willow Lawn along with the best in class fast casual salad restaurant is great news our shopping center. Dick’s Sporting Goods will fill a merchandising need at the center and be an integral part of the community. Chopt will bring an exciting array of healthy eating options for lunch and dinner. In addition, A.C. Moore will relocate to a new store near the children’s play area providing crafts and fun for the whole family.”

In addition, Hattie Mae’s Southern Kitchen & Raw Bar which opened on March 15 in the former American Tap Room space is the latest offering from the Pheast Food Group. It is a nod to the classic southern kitchen, where hospitality is at its highest and the food is at its most wholesome best. The menu features southern classics such as chicken and waffles, fried green tomatoes, and cornbread, as well as a number of seafood items. Two seafood specialties are the Low Country Boil and Fried Seafood Platter. Hattie Mae’s will also feature a nightly All-You-Can-Eat menu selection. An oyster bar features a selection of fresh shellfish daily. Brunch will be served every Saturday and Sunday from 10am-3pm.

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About Willow Lawn:

Willow Lawn is a 460,000 square foot open-air shopping center located at 1601 Willow Lawn Drive in Richmond, Virginia and has been owned and operated by Federal Realty Investment Trust for more than 30 years. The property offers a full range of amenities including an outdoor community gathering place with a central stage, porch swings, a water feature and children's play area. Willow Lawn features more than 60 shops and restaurants including A. C. Moore, Kroger, Duck Donuts, Old Navy, Zoës Kitchen, Which Wich, Lucky Foot, Travinia Italian Kitchen & Wine Bar, Crazy 8, Carter's | OshKosh B'gosh, the Hot Yoga Barre, Staples, DSW, Bath and Body Works, Pigtails & Crewcuts, Pie Five Pizza, Muse Paintbar and Starbucks with Chopt Creative Salads opening in fall of 2017 and Dick's Sporting Goods opening in 2018.

For more information visit <http://www.willowlawn.com> or follow event updates on [Facebook](#) and [Twitter](#).

About Federal Realty:

Federal Realty is a recognized leader in the ownership, operation and redevelopment of high-quality retail based properties located primarily in major coastal markets from Washington, D.C. to Boston as well as San Francisco and Los Angeles. Founded in 1962, our mission is to deliver long term, sustainable growth through investing in densely populated, affluent communities where retail demand exceeds supply. Our expertise includes creating urban, mixed-use neighborhoods like Santana Row in San Jose, California, Pike & Rose in North Bethesda, Maryland and Assembly Row in Somerville, Massachusetts. These unique and vibrant environments that combine shopping, dining, living and working provide a destination experience valued by their respective communities. Federal Realty's 97 properties include over 2,800 tenants, in approximately 23 million square feet, and over 1,800 residential units.

Federal Realty has paid quarterly dividends to its shareholders continuously since its founding in 1962, and has increased its dividend rate for 49 consecutive years, the longest record in the REIT industry. Federal Realty shares are traded on the NYSE under the symbol FRT. For additional information about Federal Realty and its properties, visit www.FederalRealty.com.

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