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**FOR IMMEDIATE RELEASE:**

**Equity One Hires Leading Developer**

NORTH MIAMI BEACH, FL – January 11, 2010 – Equity One, Inc. (NYSE:EQY), an owner, developer, and operator of shopping centers, announced today that it has hired Michael J. Berfield as Vice President, Development. Mr. Berfield will lead the development of the Company’s recently-acquired Westbury Plaza properties in addition to evaluating and executing redevelopment opportunities throughout Equity One’s portfolio.

Mr. Berfield, 39, joins Equity One having developed large-scale retail, commercial, mixed-use, and residential properties in the private sector and for New York City. Prior to joining Equity One, Mr. Berfield operated a joint venture with The Pinnacle Group, one of the largest private owners of residential real estate in New York City. Mr. Berfield was previously with Vornado Realty Trust developing large retail and mixed-use projects including the 1.6 million-square-foot Rego Park II project in Queens.

“Mike has a tremendous track record in developing large-scale retail and mixed-use properties, which requires a deep understanding of design, finance, lease negotiations and regulatory issues,” said Jeff Olson, Chief Executive Officer of Equity One.

**ABOUT EQUITY ONE, INC.**

As of September 30, 2009, Equity One owned or had interests in 180 properties, consisting of 166 shopping centers comprising approximately 18.9 million square feet, four projects in development/redevelopment, six non-retail properties, and four parcels of land. Additionally, Equity One had joint venture interests in twelve shopping centers and one office building totaling approximately 1.9 million square feet.