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BRIXMOR APPOINTS TIMOTHY BRUCE AS EXECUTIVE VICE PRESIDENT, LEASING AND REDEVELOPMENT**- Announces Additional Leasing Team Enhancements -**

NEW YORK, October 4, 2011 – Brixmor Property Group (the “Company” or “Brixmor”) today announced a series of corporate and regional enhancements to its leasing and redevelopment capabilities as it re-focuses on growing portfolio occupancy, strengthening retailer relationships and ramping-up redevelopment efforts.

Timothy J. Bruce has been appointed Executive Vice President, Leasing and Redevelopment and as a member of the Company’s Management Committee. His primary responsibility will be the strategic and day-to-day oversight of leasing, national accounts, redevelopment and ancillary income for Brixmor’s portfolio of 585 community and neighborhood shopping centers aggregating approximately 92.0 million square feet. Mr. Bruce has over 25 years of retail real estate experience, including holding senior leasing and development positions at Developers Diversified Realty, Acadia Realty Trust and Westfield, LLC. He has been involved in more than \$1.5 billion of redevelopment and development projects.

In addition, Tyson Fraser has been named Vice President, Leasing, Central Region. Based in Chicago, Illinois, Mr. Fraser will direct leasing efforts for approximately 11.7 million square feet of community and neighborhood shopping centers spanning seven states, including Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri and Wisconsin. He brings more than 10 years of retail real estate experience to Brixmor, both as a leasing agent and tenant representative, including holding positions at Icon Real Estate Leasing and Management, Edgemark Commercial Real Estate and Mid-America Real Estate.

The Company has also added six leasing representatives within its regional operating structure, including Samuel Kallmerten and Andrew Malvezzi in the Northeast region based in Boston; Daniel Germano in the South region based in Orlando; Cole Munger and Jodie Pearson in the Southwest region based in Houston; and Scott Singleton in the Southwest region based in Dallas.

“The combined talent and real estate expertise of these individuals strengthen our existing leasing team and will be instrumental in executing our near-term initiatives of growing our portfolio occupancy and ramping-up our redevelopment efforts. Under Tim’s leadership, we look forward to the achievements of our entire leasing team,” commented Michael Carroll, Chief Executive Officer and President.

About Brixmor Property Group:

Brixmor Property Group is one of the premier real estate companies in the United States focusing on the ownership and management of community and neighborhood shopping centers. As a comprehensive real estate company, it manages a national portfolio of 585 properties aggregating approximately 92.0 million square feet of gross leasable area. The portfolio is strategically located across 39 states and is primarily grocery or name-brand discount chain anchored. The Company is the second largest owner of community and neighborhood shopping centers in the United States and has been a leader in redevelopment over the last decade. It is the largest landlord (by gross leasable area) to The TJX Companies, The Kroger Company, Ahold USA, Dollar Tree, Inc. and Staples, Inc. Brixmor Property Group is headquartered in New York, New York with multiple regional and local offices across the United States. Further information is available at www.brixmor.com.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act, which reflect our current views with respect to, among other things, our beliefs, plans, objectives, goals, targets, expectations, anticipations, assumptions, estimates, intentions and future performance. In some cases, you can identify these forward-looking statements by the use of words such as “outlook,” “believes,” “expects,” “potential,” “continues,” “may,” “will,” “should,” “could,” “would,” “seeks,” “approximately,” “predicts,” “intends,” “projects,” “plans,” “targets,” “estimates,” “anticipates” or the negative version of these words or other comparable words or expressions of the future or otherwise regarding the outlook for our future business and financial performance. All statements other than statements of historical fact included in this press release are forward-looking statements and are based on various underlying assumptions and expectations and are subject to known and unknown risks, uncertainties and assumptions, and may include projections of our future financial performance based on our growth strategies and anticipated trends in our business. Such forward-looking statements are subject to various risks and uncertainties and speak only as of the date of this press release. Accordingly, there are or will be important factors that could cause actual outcomes or results to differ materially from those indicated in these statements. In addition, new risks and uncertainties emerge from time to time, and it is not possible for us to predict all risks and uncertainties, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Accordingly, you should not rely upon forward-looking statements as a prediction of actual results and we do not assume any responsibility for the accuracy or completeness of any of these forward-looking statements. Except as may be required by law, we undertake no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise.

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