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FOR IMMEDIATE RELEASE:

EQUITY ONE ACQUIRES THREE SHOPPING CENTERS IN FLORIDA

NORTH MIAMI BEACH, FL; September 9, 2010 – Equity One, Inc. (NYSE:EQY), an owner, developer, and operator of shopping centers, announced today that it has acquired three shopping centers in Florida for an aggregate purchase price of \$64.7 million. Two centers, Country Walk and West Bird Plaza, are located in Miami Dade-County, one of the most densely populated and supply constrained markets in the United States. The third center, Pablo Plaza, is located in Jacksonville, Florida.

Country Walk Plaza was acquired for approximately \$27.8 million and is a 100,229 square foot neighborhood shopping center located at the heavily traveled intersection of SW 152nd Street and SW 137th Avenue in Miami, Florida. The center is currently 96% leased and is anchored by a high-volume Publix supermarket and a CVS. There are in excess of 110,000 people living within three miles of the center.

Westbird Plaza was acquired for \$17.6 million and is a 99,864 square foot neighborhood shopping center located on Bird Road near the Florida Turnpike in Miami, Florida. The center is currently 94% leased and is anchored by a very productive Publix and a CVS. There are over 200,000 people living within three miles of the property. This asset is the third supermarket anchored shopping center acquired by Equity One on Bird Road, one of the most desirable East-West corridors in Miami-Dade County.

The third center, Pablo Plaza, is a 151,238 square foot neighborhood shopping center located on A1A in Jacksonville Beach, Florida and was acquired for \$19.3 million. The center is currently 88% leased and is anchored by Marshalls, HomeGoods, and Office Depot. This center is located one-half mile from South Beach Regional, Equity One's largest asset in the Jacksonville, Florida market.

"These acquisitions are consistent with our strategy of investing in our target markets with favorable demographics and below market rents," said Jeff Olson, Chief Executive Officer of Equity One. "Country Walk Plaza, Westbird Plaza, and Pablo Plaza enhance our portfolio quality and are all located in very strong retail trade areas where we have existing presence and critical mass."

ABOUT EQUITY ONE, INC.

As of June 30, 2010, Equity One owned or had interests in 185 properties, consisting of 171 shopping centers comprising approximately 19.2 million square feet, three projects in development/redevelopment, six non-retail properties, and five 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.

FORWARD LOOKING STATEMENTS

Certain matters discussed by Equity One in this press release constitute forward-looking statements within the meaning of the federal securities laws. Although Equity One believes that the expectations reflected in such forward-looking statements is based upon reasonable assumptions, it can give no assurance that these expectations will be achieved. Factors that could cause actual results to differ materially from current expectations include changes in macro-economic conditions and the demand for retail space in the states in which Equity One owns properties; the continuing financial success of Equity One's current and prospective tenants; continuing supply constraints in its geographic markets; the availability of properties or portfolios for acquisition; the success of its efforts to lease up vacant space; the effects of natural, man-made, and other disasters; the ability of Equity One to successfully complete the acquisitions, and integrate the operations and systems of companies and properties it desires to acquire; and other risks, which are described in Equity One's filings with the Securities and Exchange Commission.