



Regency Centers Corporation

Press Release

FOR IMMEDIATE RELEASE

Press Contact:

Bonnie Hayflick

The Hoffman Agency

904.398.9663

bhayflick@thehoffmanagency.com

Tiffany McAneny

Manager, Communications

Regency Centers

904.598.7667

tmcaneny@regencycenters.com

Regency Centers Wins Bronze in the 28th Annual Telly Awards

Jacksonville, Fla. – Regency Centers (NYSE: REG), a national owner, operator and developer of grocery-anchored and community shopping centers, announced today that Regency recently won a Bronze award in the 28th Annual Telly Awards. The Telly Awards honor the best in local, regional and cable television commercials, news and video production, Web commercials, videos and films. Entries are judged based on merit rather than against other entries. Each category may have multiple winners (Silver) and finalists (Bronze). Regency won a Bronze award in the Employee Communications category for a five minute DVD, “Welcome to Regency”.

“Welcome to Regency,” Regency’s on boarding video, is an employee orientation piece that welcomes its newest employees while educating them on the Company’s overall mission. Regency’s People Services Department and The Hoffman Agency, Regency’s agency of record, worked together to produce, edit, and script the video that is given to each new employee.

“The video is a cornerstone in our new process for effectively assimilating new talent into our organization,” said Brian Fraser, Regency Centers Vice President of People Services. “With our growth we are increasingly challenged to sustain the Regency culture and core values that earned Regency *Employer of Choice* status a few years ago. Being recognized for our efforts is gratifying,” he said.

“Having other industry experts review our materials affirms that we are doing a good job and further validates the quality of our video production,” said Jeff Hoffman, president of The Hoffman Agency. “We competed with more than 12,000 entries in approximately 15 categories this year. Entries are from large and small agencies, in-house communications departments, and production houses. Most entries are from the U.S., however there are international entries as well,” he said. The Hoffman Agency has been awarded more than a dozen Telly Awards since 2003.

Background on The Telly Awards:

The Telly Awards was founded in 1978 by David E. Carter, a past Emmy and Clio winner, to honor excellence in local, regional and cable TV commercials. Non-broadcast video and TV program categories were soon added. Today, the Telly is one of the most sought-after awards by industry leaders, from large international firms to local production companies and ad agencies. With more than 200 categories, more organizations than ever are eligible to participate.

###

Regency Centers (NYSE: REG), is the leading national owner, operator, and developer of grocery-anchored and community shopping centers. At March 31, 2007, the Company owned 409 retail properties, including those held in joint ventures. Including tenant-owned square footage, the portfolio encompassed nearly 54 million square feet located in top markets throughout the United States. Since 2000, Regency has developed 173 shopping centers, including those currently in-process, representing an investment at completion of approximately \$2.7 billion. Operating as a fully integrated real estate company, Regency is a qualified real estate investment trust that is self-administered and self-managed. For more information about Regency Centers, visit www.regencycenters.com.