



Developers Diversified Realty Welcomes KDB to The Pike

Long Beach, California: June 30, 2010 - Developers Diversified Realty Corporation (NYSE:DDR) and Trifecta Management Group (TMG) today announced that TMG will open *KDB*, your neighborhood Kitchen, Den and Bar, at The Pike at Rainbow Harbor, a 369,000 square foot dining and entertainment center located in Long Beach, California.

KDB is a 40,000 square foot new concept, which will feature great food, drinks, games, bowling and entertainment, and is expected to open in mid-August.

"TMG is a national operator of successful dining and entertainment concepts and we are delighted to welcome them to The Pike," said Jeffrey Miyaoka, general manager of The Pike at Rainbow Harbor.

"We feel very fortunate to be part of the Long Beach community," said Ron Lam, a managing partner for TMG. *"KDB will undoubtedly attract families, conventioneers and tourists seeking good food and a good time."*

The Kitchen: The 180 seat dining area, including an inviting outside patio, provides a welcoming, comfortable atmosphere for guests to relax and enjoy home-styled cooking including the house specialty BBQ, gourmet pizzas & pastas, mouth-watering burgers and hand-crafted sandwiches and fresh salads. *KDB's* Kitchen will be open everyday until close, serving its delicious menu items late into the night.

The Den: The main feature of *KDB* is the Den, 20,000 square feet of space with more than 130 attractions, interactive games and top prize games. The Den also features a bowling alley, providing fun for the family during the day and transforming into the "ultimate party" game at night, where adult guests will enjoy the rock 'n bowl experience.

The Bar: For the perfect spot to catch a game, *KDB* features a sports bar in the middle of the gaming area. *KDB* also features a sleek Bowling Bar serving signature martinis and specialty drinks to quench the thirst of players all night.

About Developers Diversified

Developers Diversified owns and manages approximately 640 retail operating and development properties in 44 states, Brazil, Canada and Puerto Rico. Totalling more than 140 million square feet, the Company's shopping center portfolio features open-air, value-oriented neighborhood and community centers, mixed-use centers and lifestyle centers located in prime markets with stable populations and high-growth potential. Developers Diversified is the largest landlord in Puerto Rico and owns a premier portfolio of regional malls in and around Sao Paulo, Brazil. Developers Diversified is a self-administered and self-managed REIT operating as a fully integrated real estate company. Additional information about the Company is available on the Company's website at www.ddd.com.

Trifecta Management Group

Contact: Bruce Nussbaum

Phone: 818-879-7100 ~ Fax: 818-706-7396 ~ Email

trifecta-mg.com

28035 Dorothy Drive, Suite 240

Agoura Hills, CA 91301