

TECHNICAL INFORMATION REGARDING THE PLAN

Any stock dividends, distributions or stock split shares distributed on stock held by the Plan Administrator for the participant in the Plan will be credited directly into the participant's account. Plan participants may vote all shares (full and fractional) held in their Plan account. American Stock Transfer & Trust Co, LLC. (AST) will not be liable for any act performed in good faith or for any good faith omission to act or failure to act, including, without limitation, any claim of liability (i) arising out of failure to terminate a participant's account, sell stock held in the Plan, deposit certificates or direct registration shares, invest optional cash payments or dividends; (ii) with respect to the prices at which stock is purchased or sold for the participant's account and the time such purchases or sales are made. Without limiting the foregoing, AST will not be liable for any claim made more than 30 days after any instruction to buy or sell stock was given to AST. If, at any time, the total number of shares in the participant's account is less than (1) share, any remaining fraction may be sold and the account closed. See above Section on the sale of shares for applicable fees associated with the sale of shares. The Plan Administrator reserves the right to modify the terms of the Plan, including applicable fees, or to terminate the Plan at any time. In addition, the Plan Administrator reserves the right to interpret and regulate the Plan as it deems necessary or desirable in connection with its operation. The Plan is not for use by institutional investors or financial intermediaries. The Plan shall be governed by and construed in accordance with the laws of the State of New York. Participation in the Plan, via any of the means outlined in this booklet, shall constitute an offer by the participant to establish an agency relationship with the Plan Administrator and be governed by the terms and conditions of the Program. As a result of the Emergency Economic Stabilization Act of 2008, the Plan Administrator will now report Cost Basis to both the participants in the Plan and the IRS. The IRS requires shareholders to reinvest a minimum of 10% of their dividend each scheduled disbursement date. If your account falls under the 10% mandatory threshold, you will be sent a notification outlining your alternatives for dividend reinvestment.

Neither Corporation, nor the Plan Administrator will provide any advice, make any recommendations, or offer any opinion with respect to whether or not you should purchase or sell shares or otherwise participate under the Plan. You must make independent investment decisions based on your own judgment and research. The shares held in Plan accounts are not subject to protection under the Securities Investor Protection Act of 1970.

ADDITIONAL INFORMATION ABOUT:

Urban Edge Properties
888 Seventh Ave
New York, N.Y. 10106
(212) 956-2556

The common stock of Urban Edge Properties trades on the NYSE stock market under the symbol - (UE).

HOW TO CONTACT THE PLAN ADMINISTRATOR:

by

Telephone: 1-800-278-4353 (toll free)

by

Internet: www.amstock.com

by

Mail: American Stock Transfer & Trust
CO, LLC.
P.O. Box 922, Wall Street Station
New York, NY 10269-0560
ATT: Plan Administration Department

Urban Edge Properties Dividend Reinvestment and Sale Plan

Administered by American Stock Transfer & Trust Company, LLC

Urban Edge Properties Dividend Reinvestment and Sale Plan offers you the ability to:

- Apply cash dividends toward the purchase of additional shares.
- Sell or transfer shares held in your Plan account.
- Withdraw some or all of your shares
- Complete share transactions including purchases and sales requests on the Internet.

Plan Purpose

Urban Edge Properties has established a Dividend Reinvestment and Sale Plan (the "Plan") for the convenience of investors and shareholders in Urban Edge Properties common stock. American Stock Transfer and Trust Company LLC will administer the Plan, purchase and hold shares acquired for you under the Plan, keep records, send statements of account activity and perform other duties related to the Plan.

Summary of Fees

Investors are responsible for the fees described in this booklet.

Dividend Reinvestment	5% to a maximum of \$2.50 for each investment (Waived for the March 2015 dividend)
Sale/Termination Commission	\$15.00 per transaction \$0.10 per share on purchases and sales (including reinvestment purchases)

Please read this booklet in full as this segment is a summary and does not contain all applicable information.

How do I enroll to have my dividends reinvested?

The dividends on all shares Urban Edge Properties held by the Plan Administrator will automatically be reinvested which is voluntary and can always be changed by providing notice to the Plan Administrator **(subject to the language in bold below)**.

If you have shares other than those held in the Plan you may enroll to have your cash dividends applied toward the purchase of additional shares. You may enroll to have your dividends reinvested by accessing the Plan Administrator's website, at www.amstock.com. Select "Shareholder Account Access." You will be prompted to enter your ten digit account number (provided to you on your account statement) and your social security number (or PIN number, if you do not have a social security number). From the left toolbar, select "Enroll in Dividend Reinvestment." You may also enroll to have your dividends reinvested by completing the Dividend Reinvestment stub attached to your dividend check, or by sending a letter of instruction to the Plan Administrator.

Please note that an election to participate in the Plan may not be made or changed, with respect to a particular dividend payable by Urban Edge Properties, on or after the date that Urban Edge Properties has publicly declared the dividend. In any such case you may make a new election or change your election with respect to future dividends.

Funds designated for reinvestment will be applied to the purchase of shares will generally be purchase directly Urban Edge Properties. However, Urban Edge Properties can direct the Plan Administrator to purchase on the open market. Purchases will be made beginning on the dividend payment date.

The fee for dividend reinvestment is 5% of the dividend amount to a maximum of \$2.50, and a \$0.10 per share purchase commission. This will be waived for the March 2015 dividend. Thereafter, these fees will apply.

2. Must I reinvest dividends?

No. Dividend Reinvestment is an option offered under the Plan. When you enroll in the Plan by filling out the Enrollment Application, you may indicate whether you want the dividends on your shares reinvested. If you do not indicate a preference, however, all dividends on your Plan shares will be reinvested.

If you choose to receive cash dividends on all your shares, your cash dividend can be deposited directly to your bank account. If you are interested in this option, contact the Plan Administrator and request forms for Direct Deposit of Dividends. Alternatively, you may enroll to receive your dividends via direct deposit by accessing the Plan Administrator's website at www.amstock.com. Select "Shareholder Account Access." You will be prompted to enter your ten digit account number (provided to you on your account statement) and your social security number (or PIN number, if you do not have a social security number). From the left toolbar, select "Receive Dividends via Direct Deposit." If you elect to receive cash dividends, and do not enroll in the direct deposit option, your dividend payments will be sent, by check, to the address of record on the account.

3. What is the price I will pay for shares?

The Plan Administrator will generally purchase shares directly from Urban Edge Properties or in the open market as directed by Urban Edge Properties. The share price on shares purchase directly from the company will be the average of the High and low on the payment date. The price for shares purchased on the open market will be the average price of all shares purchased for that investment. The share price is the same for all participants in a given investment.

The purchase price will not be known until the purchase is completed.

4. How do I keep track of the transactions in my account?

The Plan Administrator will mail Plan statements after each dividend. In addition, an advice will be mailed to you after each purchase, which advice will include the number of shares purchased and the purchase price. You may also view your transaction history online by logging into your account. Details available online include share price, commission paid, and transaction type and date.

5. How do I withdraw shares held in my Plan account?

You may request that the Plan Administrator issue Direct Registration Shares for some or all of the shares held in your Plan account by doing any of the following:

- Access the Plan Administrator's website at www.amstock.com. Select "Shareholder Account Access." You will be prompted to enter your ten digit account number (provided to you on your account statement)

and your social security number (or PIN number, if you do not have a social security number). From the left toolbar, select "Request a Certificate for D/R Shares."

- Call the toll-free telephone number supplied in this booklet to access the Administrator's automated telephone system.

- Complete and sign the **tear-off portion** of your account statement or purchase confirmation and mail the instructions to the Plan Administrator.

The Plan Administrator will issue Direct Registration Shares in the exact registration shown on your Plan statement. A Direct Registration Share notice will be sent by mail, generally within a few days of receiving your request. There is no charge for this service. **There are no certificate shares. All shares will be issued in Direct Registration Shares.** If you wish to transfer shares to your broker participants should contact their broker directly.

6. How do I transfer shares to another person?

Transfers will be made in book-entry form. You can transfer shares to a person who already has a Plan account, or you can set up a new Plan account if the person does not have one.

To perform the transfer, send a written letter of instruction to the Plan Administrator setting forth the full registration name and address of the new participant, as well as the social security number of the new participant. The letter should indicate the number of shares (full and fractional if any) which should be transferred to the new participant. All individuals listed in the account registration must sign the instructions. **The signatures must be guaranteed by a bank, broker or financial institution that is a member of a Medallion Signature Guarantee Program.**

7. How do I sell shares held in my account?

You may instruct the Plan Administrator to sell shares held in your Plan account by doing any of the following:

- Access the Plan Administrator's website at www.amstock.com. Select "Shareholder Account Access." You will be prompted to enter your ten digit account number (provided to you on your account statement) and your social security number (or PIN number, if you do not have a social security number). From the left toolbar, select "Sell D/R Shares."

- Call the toll-free telephone number supplied in this booklet to access the Administrator's automated telephone system.

- Complete and sign the **tear-off portion** of your account statement and mail the instructions to the Plan Administrator.

If there is more than one individual owner on the Plan account, all participants must authorize the transaction and sign the instruction.

As with purchases, the Plan Administrator aggregates all requests to sell shares and then sells the total share amount on the open market through a broker. Sales will be made daily. The Plan Administrator may, at its discretion, sell shares less frequently (but no later than five trading days after receipt) if the total number of shares to be sold is not sufficient.

The selling price will not be known until the sale is completed. Participants should be aware that the price may fluctuate during the period between a request for sale, its receipt by the Plan Administrator, and the ultimate sale on the open market. Instructions sent to the Plan Administrator may not be rescinded.

The proceeds of the sale, less an administrative fee of \$15.00 and commission of \$0.10 per share, will be sent to you by check. Form 1099-B for income tax purposes will be mailed at year end.

8. How do I close my account?

You may terminate Plan participation by directing the Plan Administrator to sell all of the shares in your account. You may submit a signed written instruction to the Plan Administrator, complete the **tear-off stub** from your account statement or other Administrator-provided document, or you may utilize the Plan Administrator's website. Follow the sales procedure outlined in #8 above, making certain to elect the sale of all Plan shares.

Alternatively, you may elect to receive a certificate for the full shares held in your Plan account and to sell any fractional share remaining. In such case, you will receive a check for the net proceeds of the fractional share, less the sale service fees outlined in #10 above. If the proceeds from the sale of the fractional share are insufficient to cover the processing fees, a check will not be issued nor will you be billed for any additional fees. You must specifically inform the Plan Administrator that you wish to terminate participation (which option is listed separately on the **tear-off stub** attached to Plan communications). If you fail to do so, future dividends on non-Plan shares will continue to be reinvested in accordance with your pre-termination instructions, until you direct the Plan Administrator otherwise.