

- .. Fee paid previously with preliminary materials.
Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for
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*** Exercise Your Right to Vote ***

Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting to Be Held on April 29, 2016.

REGENCY CENTERS CORPORATION

Meeting Information

Meeting Type: Annual Meeting

For holders as of: March 10, 2016

Date: April 29, 2016 Time: 8:30 AM EDT

Location: Ponte Vedra Inn & Club

200 Ponte Vedra

Boulevard

Ponte Vedra Beach, FL

32082

REGENCY CENTERS CORPORATION
ONE INDEPENDENT DRIVE, SUITE 114
JACKSONVILLE, FL 32202

You are receiving this communication because you hold shares in the company named above.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at www.proxyvote.com or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions.

— Before You Vote —

How to Access the Proxy Materials

Proxy Materials Available to VIEW or RECEIVE:

- 1.
- Annual Report 2. Notice & Proxy Statement

How to View Online:

Have the information that is printed in the box marked by the arrow (located on the following page) and visit: www.proxyvote.com.

How to Request and Receive a PAPER or E-MAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

- 1) BY INTERNET: www.proxyvote.com
- 2) TELEPHONE: 1-800-579-1639
- 3) BY E-MAIL*: sendmaterial@proxyvote.com

* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment advisor. Please make the request as instructed above on or before April 17, 2016 to facilitate timely delivery.

— How To Vote —

Please Choose One of the Following Voting Methods

Vote In Person: Many shareholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

Vote By Internet: To vote now by Internet, go to www.proxyvote.com. Have the information that is printed in the box marked by the arrow available and follow the instructions.

Vote By Mail: You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

Voting Items

Your Board of Directors recommends you vote

FOR the following:

1. Election of Directors

Nominees:

| | | | | |
|-------------------------|----------------------|--------------------------|-----------------------------|-------------------------|
| 01 Martin E. Stein, Jr. | 02 Raymond L. Bank | 03 Bryce Blair | 04 C. Ronald Blankenship | 05 J. Dix Druce, Jr. |
| 06 Mary Lou Fiala | 07 David P. O'Connor | 08 John C. Schweitzer | 09 Thomas G. Wattles | |

The Board of Directors recommends that you vote FOR proposals 2, and 3:

2 Adoption of an advisory resolution approving executive compensation for fiscal year 2015.

3 Ratification of appointment of KPMG LLP as the Company's independent accountants for the year ending December 31, 2016.

Note: Such other business as may properly come before the meeting or any adjournment thereof.