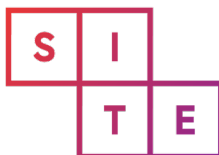


SITE Centers Corp.
3300 Enterprise Parkway
Beachwood, OH 44122
216-755-5500



For additional information:
Matthew Ostrower, EVP and
Chief Financial Officer

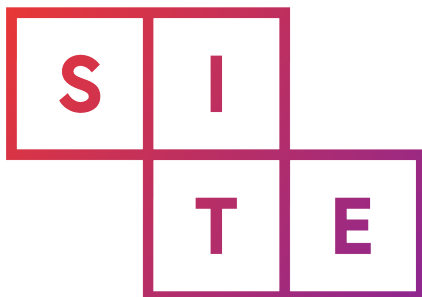
FOR IMMEDIATE RELEASE:

DDR Announces Name Change to SITE Centers

BEACHWOOD, Ohio, October 9, 2018 --DDR Corp. (NYSE: DDR) today announced plans to change its name to SITE Centers Corp. as well as a change to the ticker symbol for common and preferred stock on the New York Stock Exchange ticker to "SITC" from "DDR" effective with the opening of trading on October 12, 2018.

"Our new brand reflects our mission to drive sustainable growth by owning and investing in high quality communities and locations," said David R. Lukes, President and Chief Executive Officer of SITE Centers. "We are focused on maximizing the value of our centers by utilizing our company's creativity, vision and operating capabilities to generate compelling returns."

Visitors to www.sitecenters.com may see and experience the new brand, and learn more about the Company.



SITE Centers will remain an Ohio corporation. No action is needed from current shareholders in relation to the name or ticker symbol change.

About SITE Centers

SITE Centers is an owner and manager of open-air shopping centers that provide a compelling shopping experience and merchandise mix for retail partners and consumers. The Company is a self-administered and self-managed REIT operating as a fully integrated real estate company, and is publicly traded on the New York Stock Exchange under the ticker symbol SITC. Additional information about the Company is available at www.sitecenters.com. To be included in the Company's e-mail distributions for press releases and other investor news, please click [here](#).