



iStar Financial to Participate in the 2007 Citigroup Financial Services Conference

January 29, 2007

NEW YORK, Jan. 29 /PRNewswire-FirstCall/ -- iStar Financial Inc. (NYSE: SFI), a leading publicly traded finance company focused on the commercial real estate industry, will participate in a moderated discussion at the 2007 Citigroup Financial Services Conference on Tuesday, January 30, 2007 in New York, NY, at 11:15 a.m. EST.

iStar Financial's participation will be broadcast live over the Internet and can be accessed through the Company's website, <http://www.istarfinancial.com>. To listen, please go to the website's "Investor Relations" section at least 15 minutes prior to the start of the broadcast to register and download any necessary audio software. For those who are not able to listen to the live broadcast, a replay will be available shortly following the conference on the iStar Financial website.

iStar Financial Inc. is a leading publicly traded finance company focused on the commercial real estate industry. The Company primarily provides custom-tailored financing to high-end private and corporate owners of real estate, including senior and mezzanine real estate debt, senior and mezzanine corporate capital, corporate net lease financing and equity. The Company, which is taxed as a real estate investment trust ("REIT"), seeks to deliver strong dividends and superior risk-adjusted returns on equity to shareholders by providing innovative and value added financing solutions to its customers. Additional information on iStar Financial is available on the Company's website at <http://www.istarfinancial.com>.

SOURCE iStar Financial Inc.

CONTACT:

Catherine D. Rice, Chief Financial Officer

Andrew G. Backman, Vice President, Investor Relations
both of iStar Financial Inc.
1-212-930-9400