



iStar Financial Sets Fourth Quarter and Fiscal Year 2010 Earnings Release Date and Webcast

February 15, 2011

NEW YORK, Feb. 15, 2011 /PRNewswire via COMTEX/ --

iStar Financial Inc. (NYSE: SFI), a publicly traded, fully-integrated finance and investment company focused on the commercial real estate industry, today announced that it will release its financial results for the fourth quarter and fiscal year of 2010 on Thursday, February 24, 2011, prior to the opening of the market.

The Company will host an earnings conference call reviewing these results and its operations beginning at 10:00 a.m. ET. This conference call will be broadcast live over the Internet and can be accessed by all interested parties through iStar Financial's website, www.istarfinancial.com, in the "Investor Relations" section. To listen to the live call, please go to the Company's "Investor Relations" section of the website at least 15 minutes prior to the start of the call 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 after the call on the iStar Financial website.

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iStar Financial Inc. is a publicly traded, fully-integrated finance and investment company focused on the commercial real estate industry. The Company provides custom-tailored investment capital to high-end private and corporate owners of real estate and invests across a range of real estate sectors. The Company is taxed as a real estate investment trust ("REIT"). Additional information on iStar Financial is available on the Company's website at www.istarfinancial.com.

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