

Filed By Developers Diversified Realty Corporation
pursuant to Rule 425 under the Securities Act of 1933
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Subject Company: JDN Realty Corporation
Registration Statement No. 333-100889

On January 29, 2003, Developers Diversified Realty Corporation disseminated the following press release:

Developers Diversified Realty Shareholders Approve Merger with JDN Realty and Increase in Authorized Common Shares

CLEVELAND, Jan. 29, 2003 — Developers Diversified Realty (NYSE: DDR) announced today that the Company's shareholders have approved the proposed merger with JDN Realty and related proposals. In the merger, JDN common shareholders will receive 0.518 shares of DDR in exchange for each share of JDN common stock. The transaction is intended to qualify as a tax-free reorganization.

The merger also requires the approval by two thirds of the shareholders of JDN Realty. JDN's special meeting of shareholders was adjourned to February 6, 2003. The special meeting was adjourned to provide JDN with the opportunity to solicit additional votes in favor of the merger and to continue the tabulation of the votes already cast for the merger.

Developers Diversified shareholders also approved an amendment to the Company's Articles of Incorporation to increase the number of authorized common shares from 100,000,000 to 200,000,000.

Developers Diversified currently owns and manages approximately 300 retail properties in 43 states totaling over 60 million square feet. Developers Diversified is a self-administered and managed real estate investment trust (REIT) operating as a fully integrated real estate company which acquires, develops and manages shopping centers. Additional information about Developers Diversified is available on the internet at <http://www.ddrc.com>.

Developers Diversified Realty Corporation considers portions of this information to be forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21 E of the Securities Exchange Act of 1934, both as amended, with respect to the Company's expectation for future periods. Although the Company believes that the expectations reflected in such forward-looking statements are based upon reasonable assumptions, it can give no assurance that its expectations will be achieved. For this purpose, any statements contained herein that are not historical fact may be deemed to be forward looking statements. There are a number of important factors that could cause the results of the Company to differ materially from those indicated by such forward-looking statements, including, among other factors, local conditions such as oversupply of space or a reduction in demand for real estate in the area, competition from other available space, dependence on rental income from real property or the

loss of a major tenant. For more details on the risk factors, please refer to the Company's Form on 10-K as of December 31, 2001.

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Additional Information concerning the Merger and Where You can Find It

DDR has filed a registration statement on Form S-4, containing a joint proxy statement/prospectus and other relevant documents, with the SEC concerning the proposed merger between DDR and JDN. YOU ARE URGED TO READ THE REGISTRATION STATEMENT CONTAINING THE JOINT PROXY STATEMENT/PROSPECTUS AND ANY OTHER RELEVANT DOCUMENTS FILED OR THAT WILL BE FILED WITH THE SEC WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION ABOUT DDR, JDN AND THE MERGER. You may obtain the registration statement containing the joint proxy statement/prospectus and other documents free of charge at the SEC's web site, www.sec.gov. In addition, you may obtain documents filed with the SEC by DDR free of charge by requesting them in writing from DDR Investor Relations, 3300 Enterprise Parkway, Beachwood, Ohio 44122, telephone: (216) 755-5500. You may obtain documents filed with the SEC by JDN free of charge by requesting them in writing from JDN Investor Relations, 359 East Paces Ferry Road, Suite 400, Atlanta, Georgia 30305, telephone: (404) 262-3252.

DDR and JDN, and their respective directors and executive officers and other members of their management and employees, may be deemed to be participants in the solicitation of proxies from the stockholders of DDR and JDN in connection with the merger. Information about the directors and executive officers of DDR and their ownership of DDR shares is set forth in the proxy statement for DDR's 2002 annual meeting of shareholders. Information about the directors and executive officers of JDN and their ownership of JDN stock is set forth in the proxy statement for JDN's 2002 annual meeting of stockholders. Investors may obtain additional information regarding the interests of such participants by reading the joint proxy statement/prospectus.

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