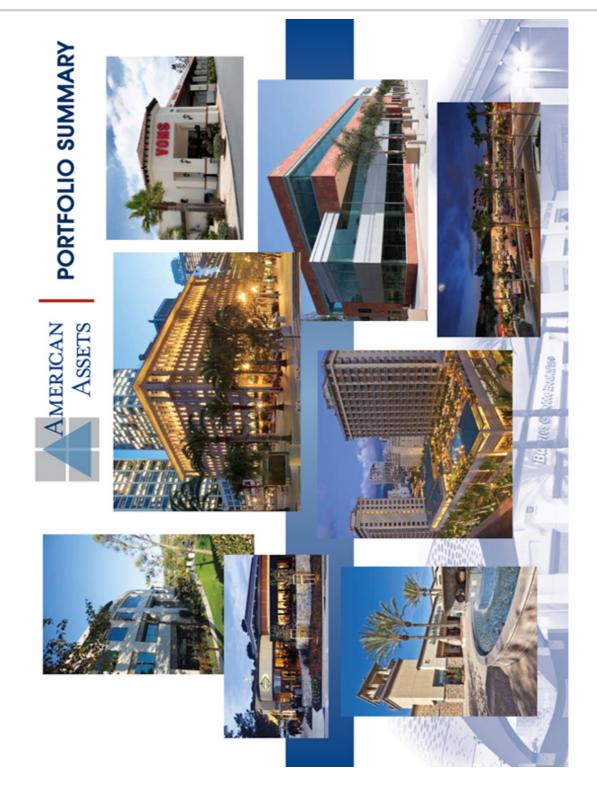
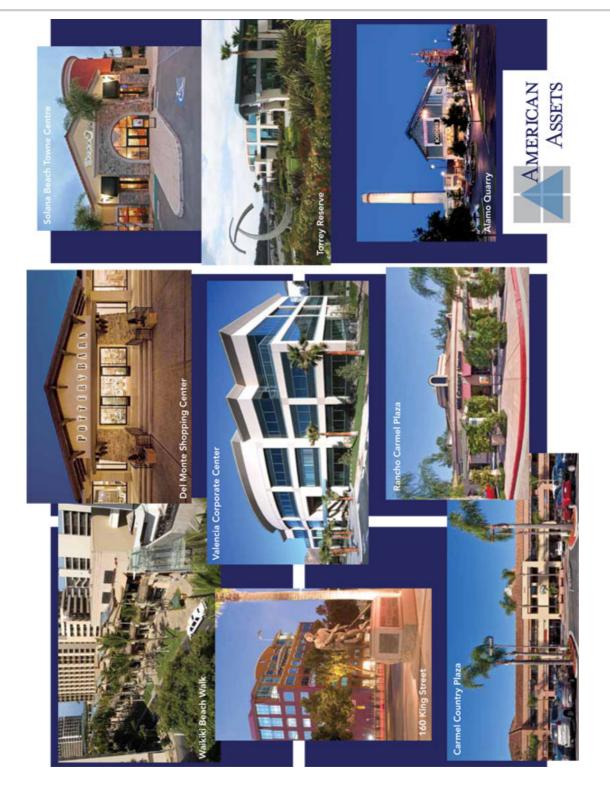
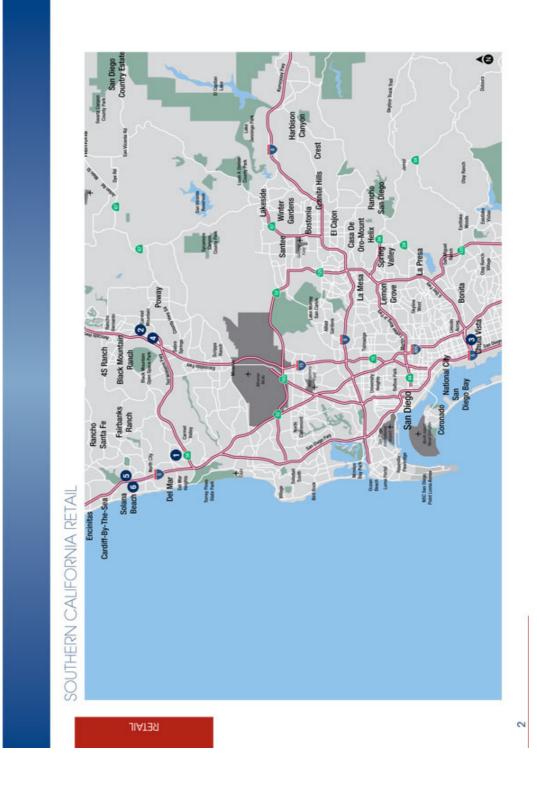
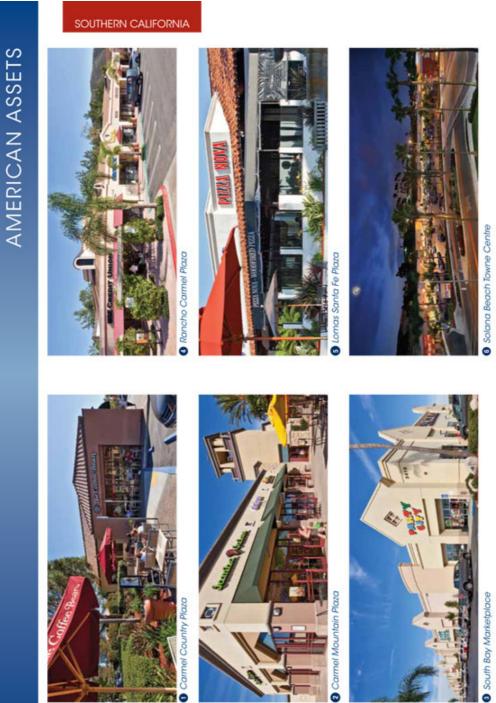
Filed Pursuant to Rule 433 Issuer Free Writing Prospectus dated January 3, 2011 Relating to Preliminary Prospectus dated January 3, 2011 Registration No. 333-169326









CARMEL COUNTRY PLAZA | 12750 - 12950 Carmel Country Road

Carmel Country Plaza is a neighborhood retail center with a total of approximately 78,000 rentable square feet. The property is located on Del Mar Heights Road approximately one mile east of Interstate 5 in the northern part of San Diego County. It caters to the upscale suburban communities of Carmel Valley and Del Mar. American Assets acquired the parcel in 1989 and constructed the buildings in 1991. The retail center consists of nine buildings and 329 parking spaces on a 5.5 acre lot. Major tenants include Oggi's Pizza and Brewing Company. The Coffee Bean & Tea Leof. La Salsa and Frazee Industries, Inc.



KEY STATISTICS	
# Parking Spaces	329
Year Built/Renovated	1661
Total SF	77,813
Location	San Diego, Colifornia
Address	12750 - 12950 Carmel Country Road



CARMEL MOUNTAIN PLAZA | 11602-12174 Carmel Mountain Road

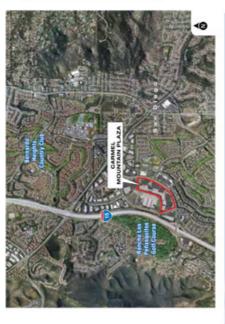
Corrinel Mountain Plaza is an approximately 440.000 square foot regional shopping center consisting of 13 buildings and 2.379 parking spaces spread over 39.7 acres. The property is situated an Carmel Mountain Road immediately east of Interstate 15, a major north-south corridor in San Diego County, and catters to the upscale, inland communities of Rancho Bernardo, Powoy and Carmel Mountain Ranch. American Assets acquired the property in 2003 and major tenants include Sears. Sports Authority, Reading Cinemas, Sprouts Farmers Markets and Marshalls.

RETAIL



THE F ALL VIOLENCE	
# Parking Spaces	2.379
Year Built/Renovated	1994
Totol SF	440,228
Location	San Diego, California
Address	11602 - 12174 Carmel Mountain Road





CARMEL MOUNTAIN PLAZA





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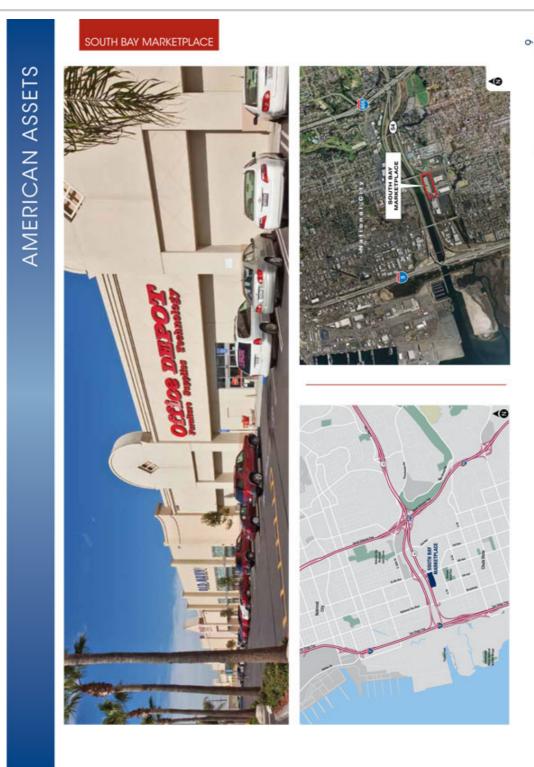
SOUTH BAY MARKETPLACE | 3400 - 3470 Highland Avenue (National City)

South Boy Markerploze is an approximately 133.000 square foot neighborhood shopping center with 529 parking spaces on a 12.1 acre lot. The property is located on East Plaza Boulevard midwoy between Interstate 5 and Interstate 805, serving San Diego's U.S. Navy Base and over Suft and Chula Visto. The property is also in close proximity to San Diego's U.S. Navy Base and over 8.484 units of housing for military personnel and their families. American Assets successfully undertook a rigorous and complex entitlement process that involved fwo permitting jurisdictions in order to complete the development of South Boy Marketploce in 1.997. Major tenants include Ross Dress For Less, Grocery Outlet, Office Depot, and Old Navy. In addition to the 133,000 reintable square feet discussed above, Dixieline Lumber Company owns and occupies 21,795 square feet of space in South Boy Marketploce and pays its proportionate share of the common area expenses.

RETAIL



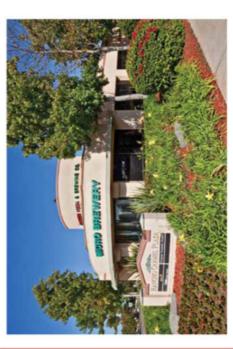
# Parking Spaces	529
Year Built/Renovated	1997
Total SF	132,873
Location	San Diego, California
Address	Intersection of I-54 & Highland Avenue



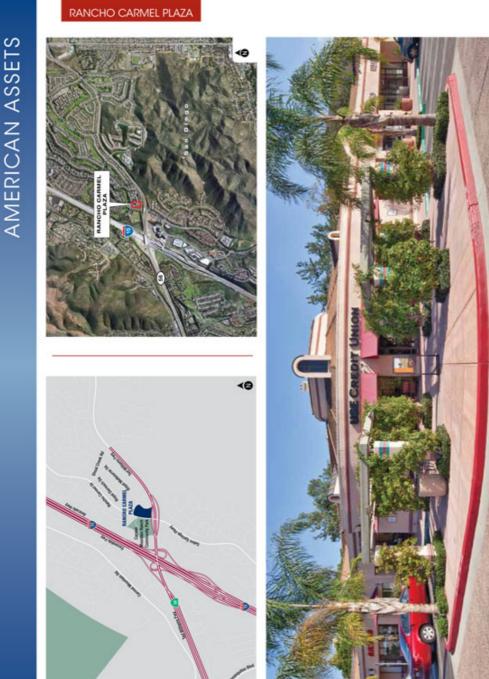
RANCHO CARMEL PLAZA | 10155 - 10195 Rancho Carmel Drive

Rancho Carmel Plaza is a neighborhood shopping center consisting of approximately 30,000 rembable square feet and 68 parking spaces situated on a 3.3 acre lot. The three building property, acquired and developed by American Assets in 1990 and 1993, respectively, is located on Rancho Carmel Drive near the intersection of Interstate 15 and Highway 56 in San Diego and serves the upscale community of Carmel Mountain Ranch. The neighborhood center is a key transportation hub for the area and includes the first structured Park-M-Ride commuter parking lot in California. Additionally, several nearby retailers, including Costco, Reading Cinemos, Ross Dress for Less. Sports Aurthority and Barnes & Noble, attract potential customers to the area and create significant symergies with our center. Major tenants include Oggi's Pizza & Brevery, Sprint and USE Credit Union.

RETAIL



# Parking Spaces	68
Year Built/Renovated	1993
Total SF	30,421
Location	San Diego, Colifornia
Address	Intersection of I-56 & Rancho Carmel Drive



Ξ

LOMAS SANTA FE PLAZA | 905 - 993 Lomas Santa Fe Drive

Lornos Santo Fe Plaza is an approximately 210,000 rentable square foot grocery anchored neighborhood shopping center built in 1972 consisting of nine buildings and 740 parking spoces on a 17.4 acre lot. The property is shualed on Lornos Santa Fe Drive, immediately east of Inferstate 5, and is located approximately one mile from public beaches, providing essential retail services to the upscale coorded opproximately one mile from public beaches, providing essential retail services to the upscale coorded opproximately one mile from public beaches, providing essential retail services to the upscale coorded opproximately one mile from public beaches, providing essential retail services to the upscale coorded communities of Solana Beach and Rancho Santa Fe. American Assets acquired the shopping center in 1995 and immediately redeveloped the anchor space by doubling its size to 50,000 square feet and signing a new lease with Vons Companies. Inc. Other major tenants include Ross Dress for Less, We.R-Fobrics, Big 5 Sporting Goods and 24 Hour Fitness. American Assets has approved entitlements on Lornos Santa Fe Plaza for the redevelopment and development of 65,340 rentable square feet (including 45,553 additional rentable square feet).

RETAIL



AND I	
# Parking Spaces	240
Year Built/Renovated	1972/1997
Totol SF	209,569
Location	Solana Beach, Colifornia
Address	Intersection of I-5 & Lomos Santa Fe Drive



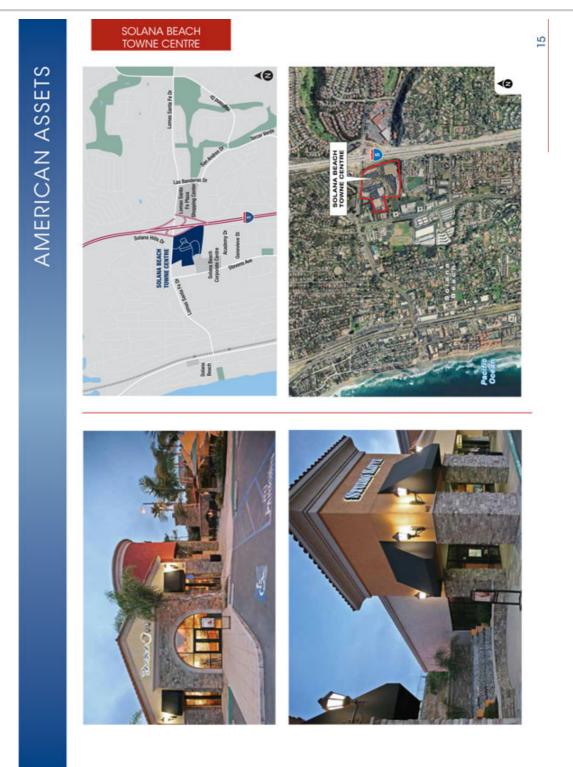


Solana Beach Towne Centre is a grocery anchored neighborhood center consisting of 12 buildings. approximately 247,000 rentable square feet and 1,124 parking spaces that American Assets acquired in 1997. The property, located immediately west of Interstate 5 at the Lomas Santa Fe Drive exit, caters to the San Diego communities of Solana Beach, Del Mor and Rancho Santa Fe. Major tenants include Henry's Marketplace, CVS Pharmacy, Marshalls, Dixieline ProBuild and Staples.

RETAIL



Porking Spaces 1,124 Vera Built/Renovated 1973/2000/2004 10/ol SF 246,730 Location Location Address Intersection of I-5 & Lornes Santa Fe Drive Address	PLATE OF THE PLATE	
1973, Solano Beod Intersection of I-5 & Lomas Sa	# Parking Spaces	1,124
Solana Beach Intersection of I-5 & Lomas Sa	Year Built/Renovated	1973/2000/2004
-	Totol SF	246,730
-	Location	Solana Beach, California
	Address	Intersection of I-5 & Lomas Santa Fe Drive





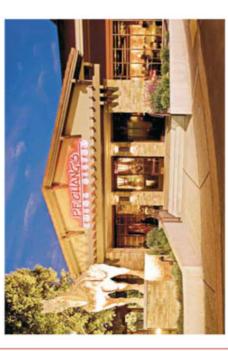
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Del Monte Shopping Center

DEL MONTE CENTER | 1410 Del Monte Center

shopping center in Monterey, California, which American Assets has the ability to expand Del Monte Center is an approximately 674,000 rentable square foot open-air regional by an additional 15,000 rentable square feet. Located at the intersection of Highway 1 and has attracted major tenants such as The Apple Store, Pottery Barn, Williams-Sonoma, California Pizza Kitchen, Macy's, Whole Foods Market, Petco, Rite Aid and Century Theaters, as well as more than 70 national retailers, locally awned specially shops and restaurants. The area's strict zoning restrictions and regulations serve as high barriers to entry to competitors seeking to replicate Del Monte Center's offerings in nearby locations. In 2007, two years after acquiring Del Monte Center, American Assets significantly renovated and repositioned Munros Avenue and serving as the area's only regional shopping center, Del Monte Center the property.

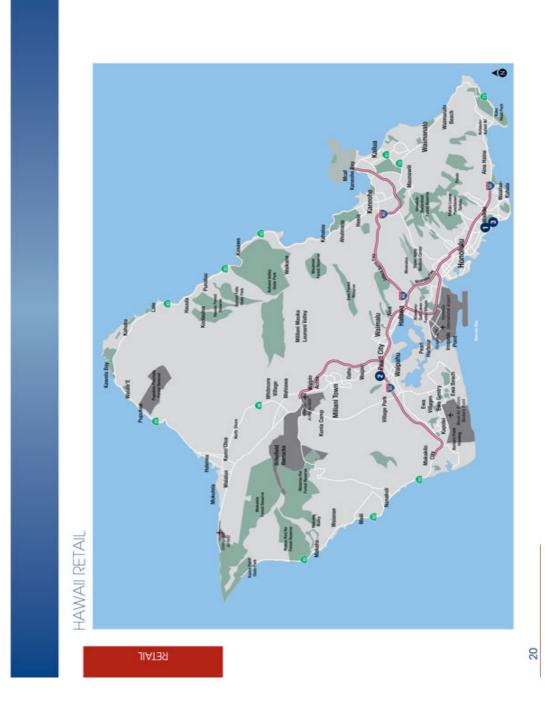


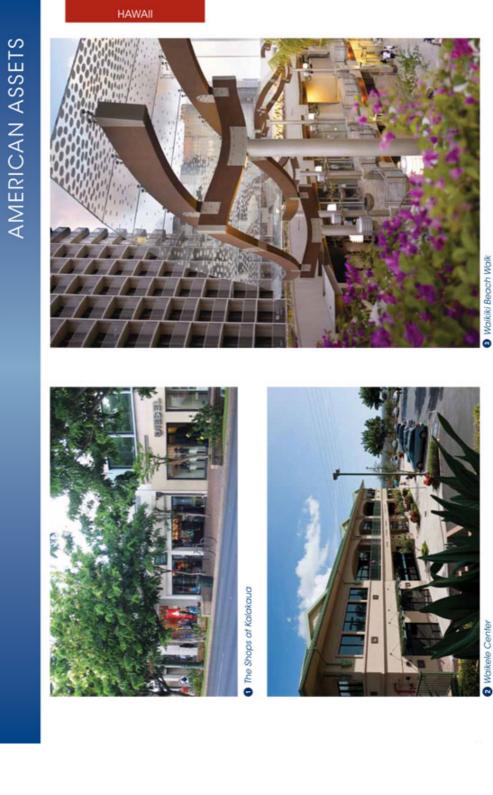
KEY SIAIISIICS	
# Parking Spaces	2,842
Year Built/Renovated	1967/1984/2006
Total SF	674,224
Location	Monterey, Colifornia
Address	Intersection of Hwy 1 and Munras Avenue



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AMERICAN ASSETS





Waikiki Beach Walk

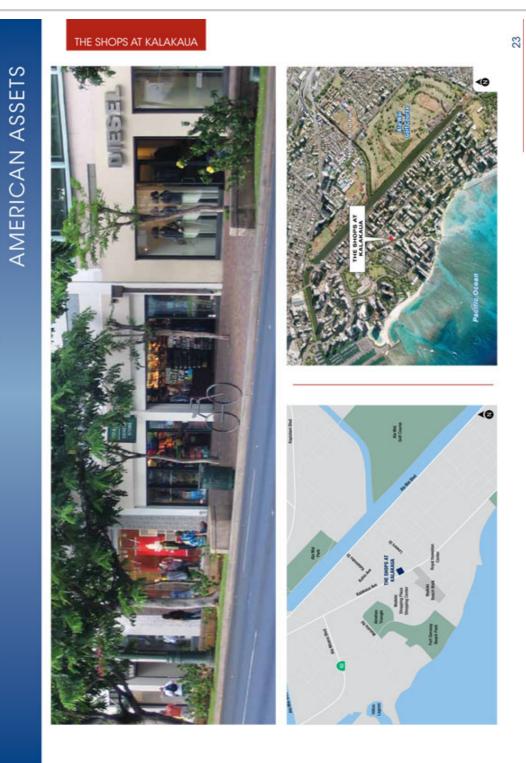
21

THE SHOPS AT KALAKAUA | 2150 Kalakaua Avenue

The Shops at Kalakaua is an approximately 12,000 rentable square foot retail destination features four storefronts (three buildings) facing heavily trafficked Kalakaua Avenue, the retailers, restaurants, hotels and business plazas that make the area a heavily visited tourist destination. Conveniently located across the street from Walkiki Beach Walk, The USA as its tenants. Originally built in 1971, the property was renovated in 2006 as part of the Waikiki revitalization effort. Given its central Waikiki location, The Shops at Kalakaua enjoy excellent visibility, strong foot traffic and frequent business from both tourist as well as located in Honolulu, Hawaii. This project, located in the care of the Walkiki Special District, primary thoroughfore in Waikiki. The Shops at Kalakaua is part of the hub of upscale Shops at Kalakaua features Dakley, Whalers General Store, Swaravski Crystal and Diesel local shoppers.



KEY SIAIDILS	
# Parking Spaces	NA
Year Built/Renovated	1971/2006
Total SF	11,671
Location	Walkiki, Hawaii
Address	2150 Kalakaua Avenue

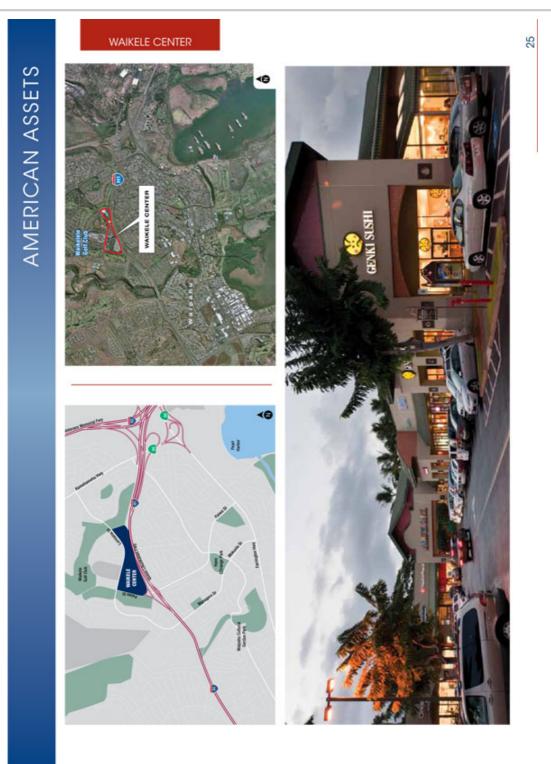


WAIKELE CENTER | 94 - 795 to 94 - 887 Lumiaina Street

in Waipohu, Hawaii, approximately 15 miles west of Honolulu. The property, positioned along a Walkele Center is a 538,000 rentable square foot regional open-air shopping center located was completed by American Assets in 2008. This shopping complex is one of Central Oahu's rapidly developing corridor of West Oahu, enjoys over 3,000 feet of frontage along Interstate H-1, which provides high visibility and convenient access to the highway. Walkele Center is situated on 41.85 acres and includes nine structures with 2.108 parking spaces. Initially built in phases between 1992 and 1993, construction of the ninth building, the Walkele Professional Center, largest and highest profile retail projects, and is anchored by Lawe's Home Improvement, Kmort Corporation, Borders Book & Music, Officemax, Inc. and The Sports Authority. Along with Old Navy, the shopping center is home to multiple specialty retailers and restaurants that include Chili's Grill & Bar, Starbucks Coffee, Jamba Juice, McDonald's, KFC and various other quickserve restaurants. Supported by solid demographics in the surrounding area, nearly all tenants in Waikele Center autperform their sister stores in Hawaii by a significant margin as measured by sales per square foot. In addition, Waikele Professional Center offers 17,177 rentable square feet of office/retail space, which is particularly attractive to medical and service practitioners integral to the community, adding a supportive service oriented dynamic to this property.



KEY STATISTICS	
# Parking Spaces	2,108
Year Built/Renovated	8002/2661
Totol SF	537,965
Location	Waipahu, Hawaii
Address	94 - 795 to 94 - 887 Lumiaina Street



WAIKIKI BEACH WALK - RETAIL AND HOTEL | 255 Beach Walk

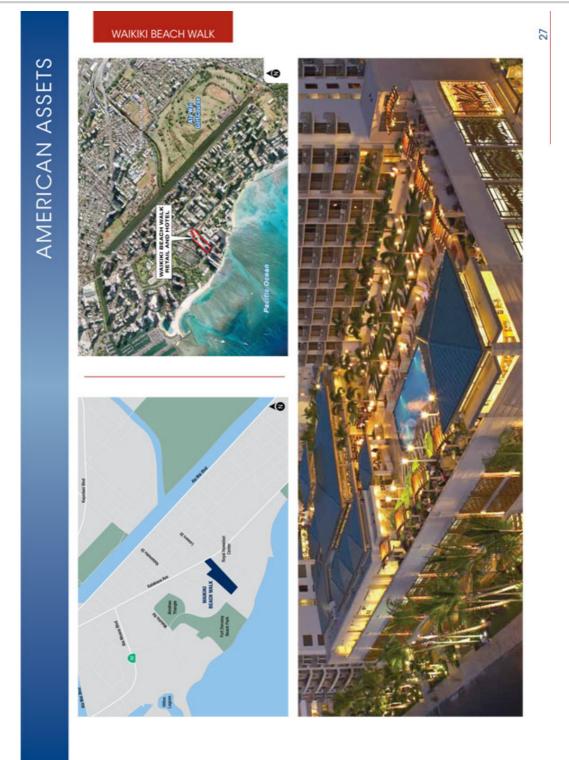
Wolkiki Beach Walk is a mixed-use refail and hotel property in Honolulu, Hawaii, located just steps from the destination beaches of Waikiki, as well as the upscale offerings of Kalakaua Avenue. It contains approximately 97,000 rentable square feet of restaurant and refail spoce, for which construction was completed in 2008, and is conveniently located at the base of a 369room Embassy Suitesth hotel, which was redeveloped and reconfigured as an all-suite hotel in 2007, and is managed by Outrigger Hotels & Resorts. Among the more than 40 retailers and restaurants at Waikiki Beach Walk, major fenants include Vard House Restaurant, Quicksliver, Ruth's Chris Steak House and Roy's Walkiki.

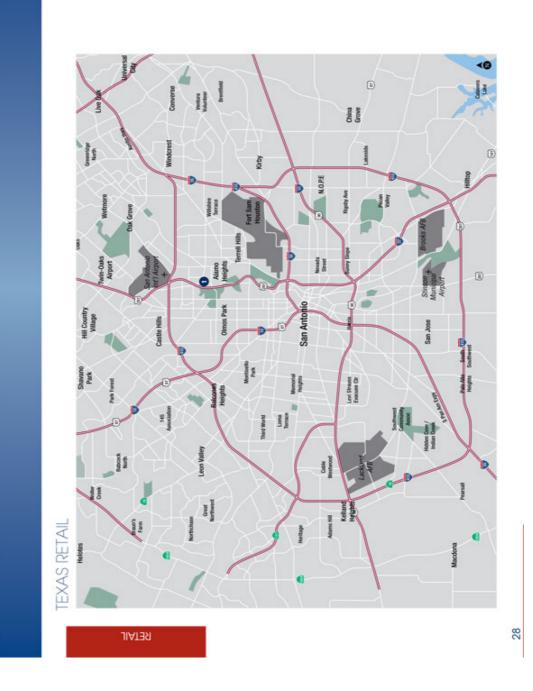
RETAIL

By providing centralized and convenient dining, shopping and lodging options for fourists, Waikiki Beoch Walk benefits from the synergies and competitive advantages created by a mixed-use property. For example, the hotel consistently outperforms its upscale and upper upscale peer groups for the local market. Further, because the property is at the heart of a tourist destination, local traffic accounts for a considerable portion of sales across most of the restaurants and shops at Waikiki Beach Walk.



KEY SIAIISIICS	
# Parking Spaces	377
Year Built/Renovated	2006/2008
Total Retail SF	96,569
Hotel Keys (Suites)	369
Location	Walkiki, Hawaii
Address	Lewers Street and Kalakaua Avenue









O Alamo Quarry

ALAMO QUARRY | 255 E. Basse Road (San Antonio)

Alamo Quarry is a 59-acre lifestyle center, which offers shopping, dining and entertainment with a total of approximately 590,000 rentable square feet, and is located in San Antonio, Texas. Once & Music, Whole Foods, Bed Bath & Beyond, Officemax, Old Navy, Michaels Arts & Crafts and a the home of Alamo Cement Company, Alamo Quarry was constructed in 1997 and incorporates the property's original smokestacks, rock crusher building and other historic features. The property has highly visible frontage along the east side of Highway 281, one of San Antonio's busiest thoroughfares, and is easily accessible via the Basse Road and Jones-Maltsberger Road exits. Among more than 70 retail stores and restourants, major tenants include Borders Books Regal Cinemas 16-Plex movie theatre.

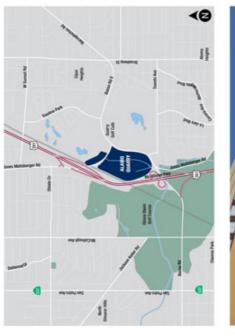


KEY STATISTICS	
# Parking Spaces	3.282
Year Built/Renovated	6661/2661
Total SF	589,479
Location	San Antonia, Texas
Address	255 E. Basse Road



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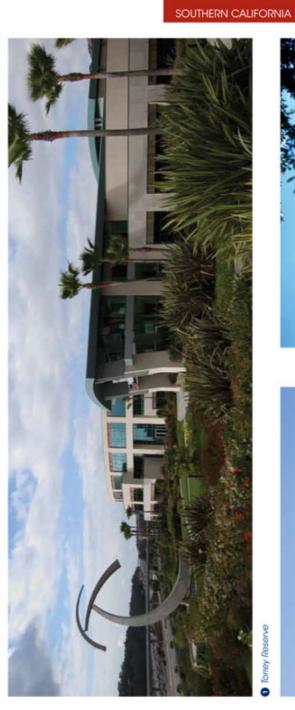




33







Torrey Reserve



Valencia Corporate Center

33

Solana Beach Corporate Centre

TORREY RESERVE CAMPUS | 11455 - 11682 El Camino Real

Torrey Reserve Compus is an office compus developed by American Assels and situated in a prime coastal location in the Del Mar Heights area of San Diego between La Jolia and Del Mar and conveniently accessible from Interstate 5, Interstate 805 and Highway 56. The campus has views of the Pacific Ocean and the Torrey Pines State Park, and is extensively landscaped with numerous high quality fenant amenities including two fully equipped gymnasiums for exclusive tenant use and a 41,000 square foot parking lot. Torrey Reserve Campus is comprised of seven multi-tenant office buildings and two single-tenant buildings on 11 acres offering approximately 457,000 rentable square feet of space, as described below:

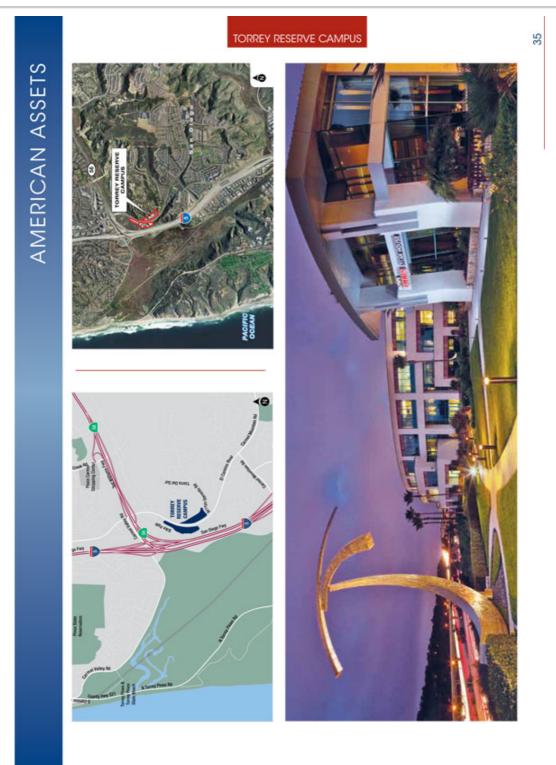
- ICW Plaza: ICW Plaza is an approximately 156,000 rentable square foot office building with insurance Company of the West as a major tenant. ICW Plaza serves as the headquarters of American Assets Trust, Inc.
- Torrey Reserve—North Court.Torrey Reserve—North Count consists of two buildings totaling approximately 130.000 rentable square feet of office space with major tenants including the low firm McDermott Will & Emery and California Bank and Trust.

OFFICE

- Torrey Reserve—South Court: Torrey Reserve—South Court consists of two buildings totaling approximately 1.30.000 rentable square feet of office space with international executive training firm Vistage Worldwide as a major tenant.
- Torrey Reserve—VC I: Torrey Reserve—VC I is an office building consisting of approximately 11,000 rentable square feet occupied by California Bank and Trust.
- Torrey Reserve—VC II: Torrey Reserve—VC III is a single tenant building consisting of approximately 8,000 rentable square feet occupied by a Ruth's Chris Steak House.
- Torrey Reserve—VC III: Torrey Reserve—VC III: is an office building consisting of opproximately 14,000 rentable square feet occupied by the San Diego Fertility Center and Changes Plastic Surgery.
- Torrey Reserve—Daycare: Torrey Reserve—Daycare is a single tenant building consisting of approximately 8,000 rentable square feet occupied by Bright Horizons, a daycare center.



# Parking Spaces	1,475
Year Built/Renovated	1996-2000
Total SF	456,801
Location	San Diego, California
Address	11455-11682 EI Comino Reol



SOLANA BEACH CORPORATE CENTRE | 380 - 462 Stevens Avenue

Solana Beach Corporate Centre is located adjacent to Solana Beach Towne Centre between the Lomas Santa Fe and Via de La Valle exits off Interstate 5 in San Diego. Solana Beach Corporate Centre, which was constructed between 1982 and 2005, is comprised of four three-story buildings totaling approximately 212,000 rentable square feet of office space and offers the convenience of nearby restaurants and shopping. The property's tenant base primarily consists of smaller legal, professional, medical office and financial service firms. American Assets has entitlements to develop an additional approximately 13.000 square feet on the property, which will serve to connect the Solana Beach Corporate Centre with the neighboring Solana Beach Towne Center.

OFFICE



KEY STATISTICS	
# Parking Spaces	714
Year Built/Renovated	1982/2005
Totol SF	211,848
Location	San Diego, Colifornia
Address	380 - 462 Stevens Avenue





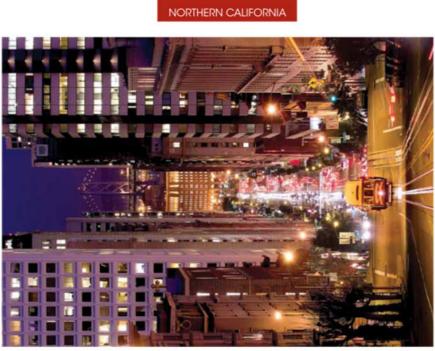


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2 Landmark at One Market

41



0 160 King Street

160 KING STREET | 160 King Street

160 King Street is a nine story, high quality office building in the South of Market, or SOMA, submarket of San Francisco. California. Bullt in 2002, the building contains approximately 166,000 rentable square feet and a five-level structured parking garage that offers 376 reserved and public spaces on-site. The property is locoated directly across the street from AT&T Park. home at the San Francisco Giants, and a close to the city's financial district and the Mascone Convention Center. It is easily accessible by both public transportation and Highway 280 to residents throughout the San Francisco Peninsula and East Bay areas. The SOMA submarket historically has had a high concentration of technology and Internet-related tenants. As investments in technology-related businesses continue to increase. 160 King Street is well positioned to affract many of these companies, enlarging and diversifying the potential tenant base for this property beyond more traditional knowledge-based tenants such as law firms and medical groups.

OFFICE

EV STATISTICS

KEY SIMISIUS	
# Parking Spaces	376
Year Built/Renovated	2002
Tohol SF	167,986
Location	San Francisco, Colifornia
Address	1 60 King Street



LANDMARK AT ONE MARKET | One Market Street

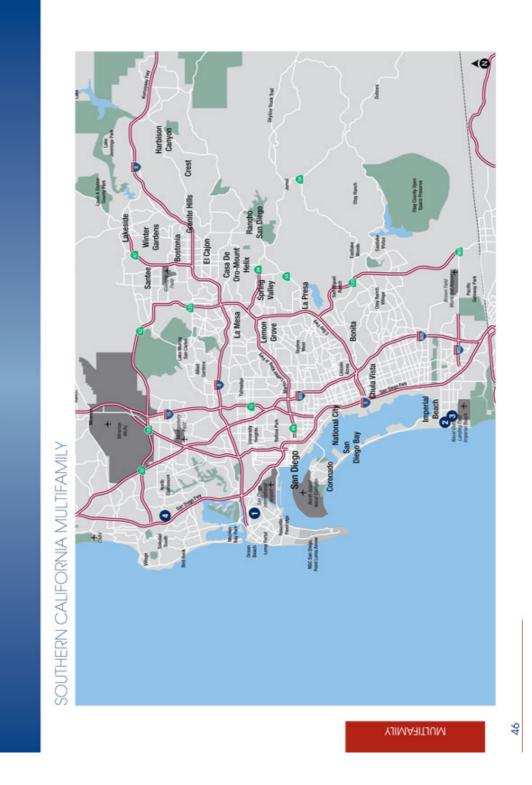
The Londmark of One Market is an 11-story, steel-framed, historic high quality office building located in San Francisco. California. The property has approximately 422.000 rentable square freet consisting of the Landmark office building, including approximately 44.220 rentable square freet of space located in an adjacent six-story leasehold known as the Annex, which Annerican Assets leases as lessee. The property is located across the street from the Embarcadera Centre and the historic Ferry Building at the corner of Market Street and Skuant Street in the core of San Francisco's Financial District. This location provides access to numerous tenant amenibies. a developed transportation infrastructure and diverse cultural affractions. The Landmark at One Market is also the only building in San Francisco with panaramic views of the San Francisco Bay and both California and Market streets. The building, which was originally built in 1917 and served as the headquarters of the Southern Pacific Railtonad until 1998, received a complete seismic retrofit and renovation in 2000. The Landmark at One Market occupies a premier location in San Francisco's Financial District and is well positioned to continue to command market leading rents from premier Bay weat tenants.

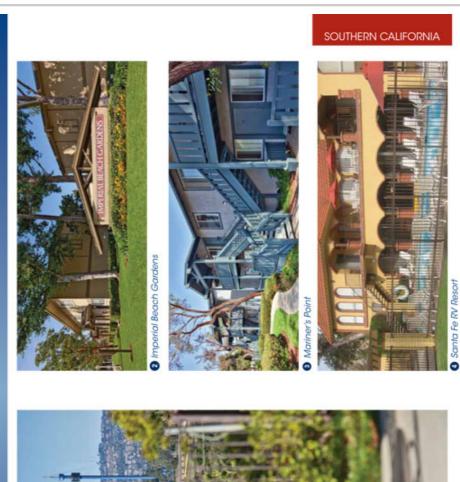
OFFICE



KEY STATISTICS.	
# Parking Spaces	NA
Year Built/Renovated	1917/2000
Total SF	421,934
Location	San Francisco, California
Address	One Market Street





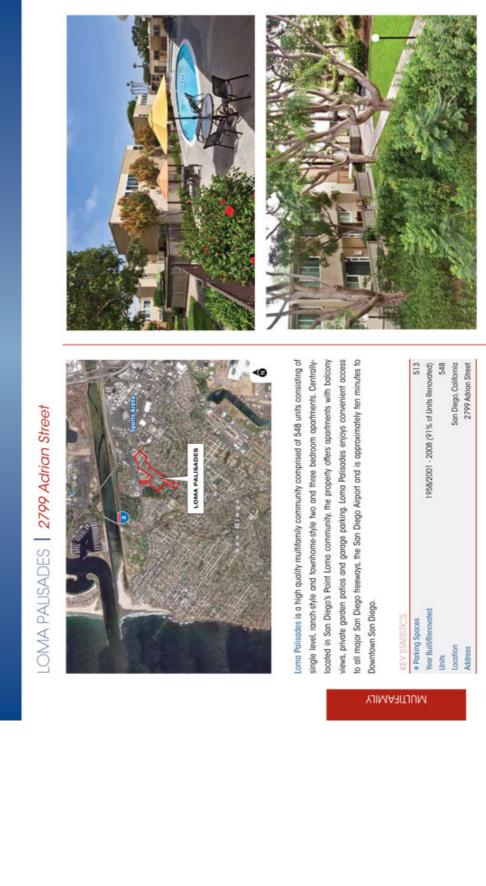


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Loma Palisades

47



MULTIFAMILY Residents of the townhouse-style homes benefit from a neighboring wildlife preserve, a logoon Imperial Beach Gardens is a high quality multifamily property containing 160 units consisting of spacious two and three bedroom townhouse apartments. The property enjoys a small town feel while being conveniently located approximately 15 minutes from metropolitan San Diego. 160 1959/2008 - Present 8 IMPERIAL BEACH GARDENS Statistics: INIPERIAL BEACH GARDENS | 319 Imperial Beach Boulevard and the Pacific Ocean. KEY STATISTICS # Parking Spaces Year Built/Renovated Pacif

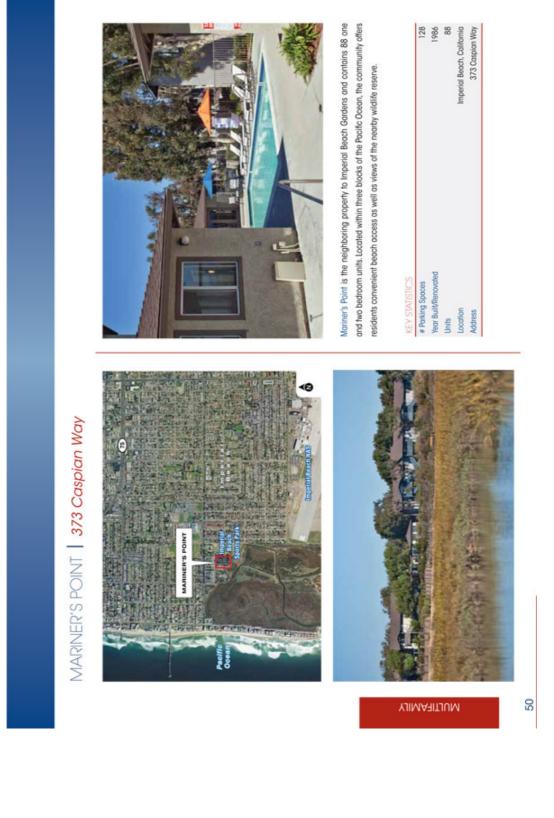
AMERICAN ASSETS

49 Imperial Beach, California 319 Imperial Beach Bivd.

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Location Address

Units



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SANTA FE RV RESORT | 5707 Santa Fe Street



The Sorito Fe Park RV Resort offers 122 RV spaces and four apartment units, conveniently located directly off the I-5. Designed for comfort and convenience, the resort offers spaces by the day, by the week, by the month, or longer. The Santa Fe Park RV Resort offers both locals and tourists looking to enjoy San Diego's mild, year-round climate the chance to take up temporary residence with a complete list of amenities. Full-hook up spaces with pads include free Satellite TV, free Wr-Ft, spa and swimming pool, a fully equipped fitness center and a mini theater.



 KEY STATISTICS
 145

 # Parking Spoces
 1971/2007 - 2008

 Year Built/Renovated
 1971/2007 - 2008

 Units
 122 RV Spoces/4 Aportments

 Location
 San Diego, Catifornia

 Address
 5707 Santa Fe Street

MULTIFAMILY

offering. You may get these documents for free by visiting EDGAR on the SEC website of www.sec.gov. Alternatively, the Company, any underwriter or any dealer participating in the offering will arrange American Assets Trust, Inc. (the "Company") has filed a registration statement (including a prospectus) with the Securities and Exchange Commission (the "SEC") for the offering of securities to which these materials relate; however, that registration statement has not yet been declared effective. These securities may not be sold until the registration statement fied with the SEC becomes effective. Before you invest, you should read the prospectus in that registration statement and other documents the Company has filed with the SEC for more complete information about the Company and this to send you the prospectus if you request by calling toll free (866) 500-5408.

If a change accurs, the Company's business, prospects, financial condition, liquidity and results of operations may vary materially from those expressed in the forward-looking statements. You are These materials contain forward-looking statements that are subject to risks and uncertainties. These forward-looking statements include information about possible or assumed future results of the and you should not rely on them as predictions of future events. The forward-looking statements are based on the Company's beliefs, assumptions and expectations of future performance, taking into account all information currently available. These beliefs, assumptions and expectations can change as a result of many possible events or factors, not all of which are known to the Company. coultioned not to place undue reliance an any forward-looking statements. All forward-looking statements are based on information available to the Compary on the date these materials were prepared and the Company assumes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These materials do not constitute, and business. financial condition, liquidity, results of operations, plans and objectives of American Assets Trust, Inc. (the "Company"). Forward-looking statements involve numerous risks and uncertainties may not be used in connection with, an offer or solicitation by anyone in any jurisdiction in which such offer a solicitation is not permitted by law or in which the person making the offer or solicitation is not qualified to do so or to any person to whom it is unlawful to make such offer or solicitation.

