

## **PRIMARIS RETAIL REIT ANNOUNCES Q4 2010 FINANCIAL RESULTS CONFERENCE CALL**

TORONTO (January 13, 2011) - Primaris Retail REIT (TSX:PMZ.UN) today announced that the Company will report its Q4 2010 financial results after market close on March 9, 2011. Senior Management will discuss the results in a live conference call with the financial community on Thursday, March 10, 2011 at 9:00 AM, Eastern Standard Time.

The telephone numbers for the conference call are: 416-340-8018 (within Toronto), and 1-866-223-7781 (within North America).

Audio replays of the conference call will be available immediately following the completion of the conference call, and will remain active until March 23, 2011. The replay will be accessible by dialling 905-694-9451 (within Toronto) or 1-800-408-3053 (within North America) and using the pass code 6388714.

Primaris Retail REIT owns 29 income-producing properties comprising approximately 11.1 million square feet located in Canada. Primaris Retail REIT is a TSX listed real estate investment trust (TSX: PMZ.UN). As of December 31, 2010, the REIT had 66,948,923 Units issued and outstanding.

### **INFORMATION:**

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