

**PRIMARIS RETAIL REIT ANNOUNCES Q3 2010 FINANCIAL RESULTS
CONFERENCE CALL**

TORONTO (September 14, 2010) - Primaris Retail REIT (TSX:PMZ.UN) today announced that the Company will report its Q3 2010 financial results after market close on November 4, 2010. Senior Management will discuss the results in a live conference call with the financial community on Friday November 5, 2010 at 9:00 AM, Eastern Daylight Time.

The telephone numbers for the conference call are: 416-340-8018 (within Toronto), and 1-866-225-0198 (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 November 18, 2010. The replay will be accessible by dialing 416-695-5800 or 1-800-408-3053 and using the pass code 3888743.

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 August 31, 2010, the REIT had 68,534,903 units issued and outstanding.

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