

**PRIMARIS RETAIL REIT ANNOUNCES Q2 2010 FINANCIAL RESULTS
CONFERENCE CALL**

TORONTO (June 7, 2010) - Primaris Retail REIT (TSX:PMZ.UN) today announced that the Company will report its Q2 2010 financial results after market close on August 5, 2010. Senior Management will discuss the results in a live conference call with the financial community on Friday August 6, 2010 at 9:00 AM, Eastern Daylight Time.

The telephone numbers for the conference call are: 416-340-2216 (within Toronto), and 1-866-226-1792 (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 August 13, 2010. The replay will be accessible by dialing 416-695-5800 or 1-800-408-3053 and using the pass code 2021022.

Primaris Retail REIT owns 28 income-producing properties comprising approximately 10.5 million square feet located in Canada. As at May 31, 2010, the REIT had 62,709,637 units issued and outstanding.

INFORMATION:

John R. Morrison
President and Chief Executive Officer
(416) 642-7860

Louis M. Forbes
Executive Vice President
& Chief Financial Officer
(416) 642-7810