



**PRIMARIS RETAIL REIT ANNOUNCES REVISED DATE FOR Q1  
2010 FINANCIAL RESULTS CONFERENCE CALL**

TORONTO (April 29, 2010) - Primaris Retail REIT (TSX:PMZ.UN) today announced that the Company will report its Q1 2010 financial results after market close on May 4, 2010. Senior Management will discuss the results in a live conference call with the financial community on Wednesday, May 5, 2010 at 9:00 AM, Eastern Daylight Saving Time. The conference call previously scheduled for Thursday, May 6, 2010 is cancelled.

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 May 17, 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 28 income-producing properties comprising approximately 10.5 million square feet located in Canada. As at March 31, 2010, the REIT had 62,632,731 units issued and outstanding.

**INFORMATION:**

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