

PRIMARIS RETAIL REIT ANNOUNCES Q1 2010 FINANCIAL RESULTS CONFERENCE CALL

TORONTO (April 13, 2010) - Primaris Retail REIT (TSX:PMZ.UN) today announced that the Company will report its Q1 2010 financial results after market close on May 5, 2010. Senior Management will discuss the results in a live conference call with the financial community on Thursday May 6, 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 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:

John R. Morrison

President and Chief Executive Officer

(416) 642-7860

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