



PRIMARIS RETAIL REIT Announces Significant Investment

Toronto (Ontario), November 24, 2009 - Primaris Retail REIT (TSX:PMZ.UN) announced today that it has unconditionally agreed to purchase two retail properties from Ivanhoe Cambridge for \$357.7 million dollars. Primaris will buy a 100% interest in Sunridge Mall, and a 50% non-managed interest in Woodgrove Centre. Subject to normal conditions, closing of the acquisitions are expected to occur in mid-December.

John Morrison, President and CEO, commented " we are extremely pleased to add two substantial investments in western Canada to our core portfolio. We believe that Sunridge Mall is an institutional quality asset that will greatly complement our existing portfolio. With the purchase of our interest in Woodgrove Centre, we are delighted to both invest in another institutional quality asset and to have a co-owner as strong and established as Ivanhoe Cambridge. While we expect co-ownerships to form only a small part of our business, the REIT will continue to look at a limited number of opportunities with high quality partners, where appropriate."

Mr. Morrison added that "These acquisitions represents a 12% increase to the size of our portfolio in terms of square footage. Both of these assets meet the criteria of our defined property strategy to own dominant centres in secondary markets and secondary assets in major markets. The sales per square foot for each of these assets is better than the average of that of other Primaris assets".

The Properties

Primaris estimates that it will earn a going-in capitalization rate of 6.73% (meaning the estimated first twelve months net operating income divided by the purchase price) on these acquisitions.

Sunridge Mall

Sunridge is a two-level enclosed regional shopping centre containing a net rentable area of approximately 808,000 square feet, was built in 1981 and underwent extensive renovations in 2005. The site comprises approximately 66.7 acres. Sunridge is a dominant enclosed shopping centre in the north east quadrant of Calgary, Alberta.

Woodgrove Centre

Woodgrove is a single level enclosed regional mall containing a net rentable area of approximately 719,000 square feet, was built in 1981 and underwent renovations most recently in 2005. It includes a 230,000 square foot expansion built in 2000. The site comprises approximately 66.9 acres of land. It is the largest enclosed shopping centre on Vancouver Island and is the dominant shopping destination in central and northern Vancouver Island.

Ivanhoe Cambridge, the vendor, will retain a 50% interest in the property and will continue to manage the asset. The REIT and Ivanhoe Cambridge will enter into typical co-ownership and property management agreements.

Appendices to this press release provide additional information about these assets and pro forma data about the inclusion of the assets in the Primaris portfolio.

Funding In Place

The purchase price is expected to be funded as follows (000s):

Cash on hand	\$125,000
Draw on line of credit	16,700
Mortgage on Sunridge	153,000
Mortgage on Woodgrove	<u>63,000</u>
Total	\$357,700

The Sunridge mortgage will be for a seven year term and bear interest at a rate to be set at 300 basis points over a benchmark bond yield. The Woodgrove mortgage will have a term of approximately 3 years and 3 months and will bear interest at 4.75% per annum. The co-owners currently intend to jointly refinance the property upon expiry of the mortgage.

Liquidity Remains Solid

The draw on the line of credit will leave approximately \$100 million dollars of unused credit capacity. Primaris has less than \$5 million dollars of maturing debt before March 2011 and therefore remains in a very liquid financial position after completing this acquisition.

After this investment, Primaris' pro forma cash position will be \$17 million dollars owing on its line of credit. The pro forma Debt to Gross Book Value ratio will be 53.3%, excluding convertible debentures from "debt", and will be 61.4% including convertible debentures as debt. Management believes that this cash position and amount of debt are at levels that allow the REIT to continue to comfortably meet current

obligations and will continue to allow the REIT to pursue future growth opportunities as they become available.

Forward-Looking Information

The press release contains forward-looking information based on management's best estimates and the current operating environment. These forward-looking statements are related to, but not limited to, the REIT's operations, anticipated financial performance, business prospects and strategies. Forward-looking information typically contains statements with words such as "anticipate", "believe", "expect", "plan", or similar words suggesting future outcomes. Such forward-looking statements are subject to risks, uncertainties and other factors which could cause actual results to differ materially from future results expressed, projected or implied by such forward-looking statements.

Although the forward-looking statements contained in this press release are based on what management of the REIT believes are reasonable assumptions, forward-looking statements involve significant risks and uncertainties. They should not be read as guarantees of future performance or results and will not necessarily be an accurate indicator of whether or not such results will be achieved. Readers are cautioned not to place undue reliance on forward-looking statements as a number of factors could cause actual future results to differ from targets, expectations or estimates expressed in the forward-looking statements. Factors that could cause actual results to differ materially include, but are not limited to, economic, competitive and commercial real estate conditions, unplanned compliance-related expenses, uninsured property losses and tenant-related risks.

Upon completion of these acquisitions, Primaris Retail REIT will own 28 income-producing properties comprising approximately 10.5 million square feet located in Canada. As of October 31, 2009, the REIT had 62,498,120 units issued and outstanding.

INFORMATION:

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Schedule A

Property Description:

Sunridge

Sunridge is a two-level enclosed regional shopping centre containing a net rentable area of approximately 808,000 square feet, including five freestanding "pad" tenants located around the perimeter of the property. It was built in 1981 and underwent extensive renovations in 2005. The site comprises approximately 66.7 acres. Sunridge is located in a major retail node and is a dominant enclosed shopping centre in northeast Calgary. Calgary is the fifth largest metropolitan area in Canada and has a population of approximately 1.1 million people.

PROFILE OF TENANTS WITH AREA > 15,000 SQ FT	
Tenant Name	Area SF
Anchor Tenants	
The Bay	161,563
Zellers	144,010
Total Anchor Tenants	305,573
Major Tenants	
Alberta Health Services	47,708
SportChek	43,910
Future Shop	34,960
H&M	23,276
World Health Club	19,561
Petland	16,100
Shoppers Drug Mart	15,012
Urban Behaviour	15,006
Total Major Tenants	215,533
TOTAL	521,106

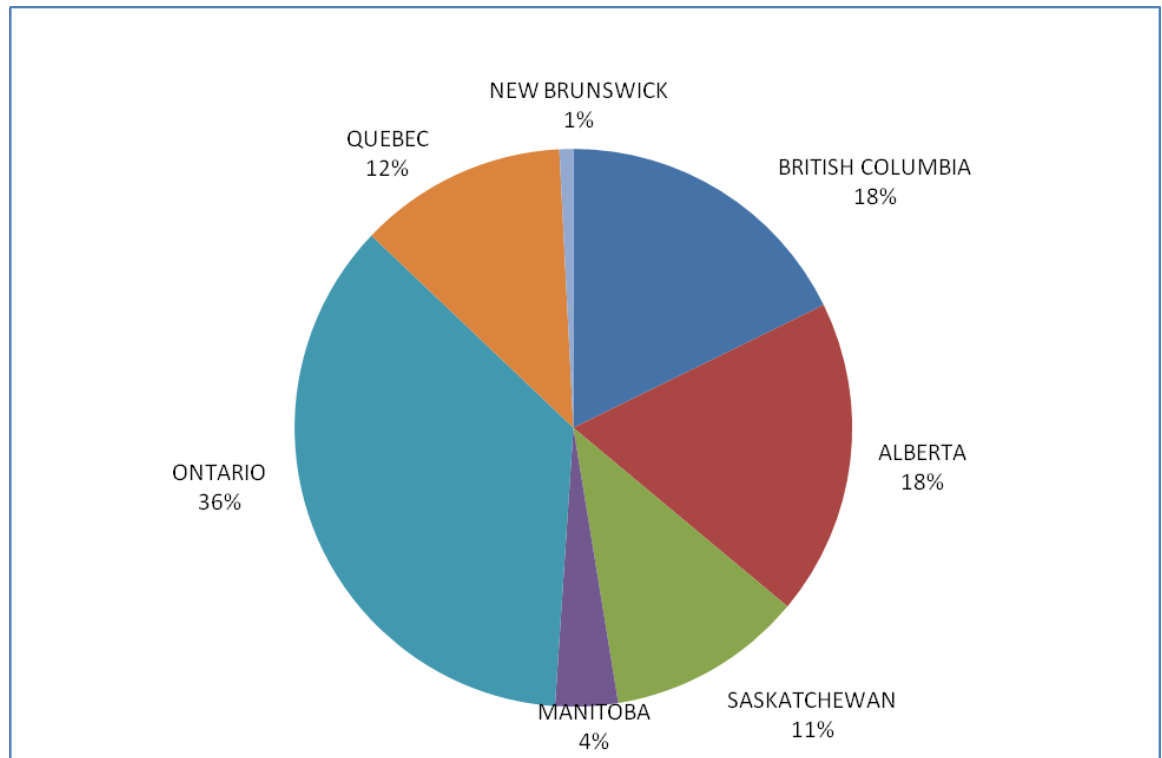
Sunridge is currently 97.2% occupied. Local tenants represent less than 8% of total occupancy. The weighted average lease expiry of tenants is 4.1 years. Sales figures for commercial retail units (which exclude non anchor-and-major tenants, exterior access tenants and free-standing pads) averaged \$546 per square foot for the 12 months ended August 31, 2009.

Woodgrove:

Woodgrove is a single level enclosed regional mall containing a net rentable area of approximately 719,000 square feet. The centre was built in 1981 and underwent renovations most recently in 2005. It includes a 230,000 square foot expansion built in 2000. The site comprises approximately 66.9 acres of land. The property has five "pad" tenants, including Save-On-Foods, Chapters, Pier One, White Spot Restaurant, and Chevron Canada. It is the largest enclosed shopping centre on Vancouver Island and is the dominant shopping destination in central and northern Vancouver Island.

PROFILE OF TENANTS WITH AREA > 15,000 SQ FT	
Tenant Name	Area SF
Anchor Tenants	
The Bay	146,452
Walmart	130,782
Total Anchor Tenants	277,234
Major Tenants	
Save-on-Foods	45,470
Avalon Cinema	38,747
Toys "R" Us	29,385
Winners	25,076
SportChek	20,632
Chapters	20,020
Total Major Tenants	179,330
TOTAL	456,564

Woodgrove is currently 98.0% occupied. Local tenants represent less than 5% of total occupancy. The weighted average lease expiry of tenants is 7.8 years. Sales figures for commercial retail units (which exclude non-anchor-and-major tenants, exterior access tenants and free-standing pads) averaged \$488 per square foot for the 12 months ended August 31, 2009.

Geographic diversification, by minimum rents

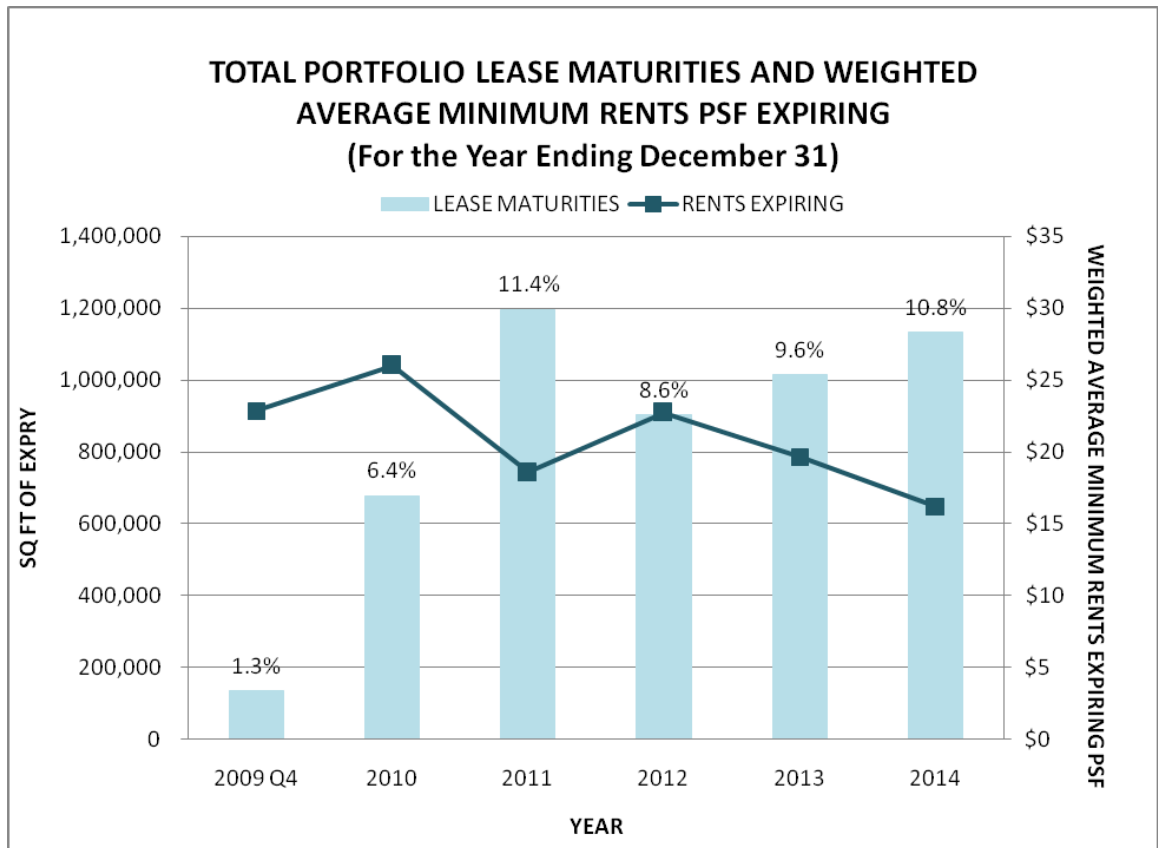
The data shown here represents the pro forma combination of Primaris Retail REIT's existing assets and Sunridge Mall and Woodgrove Centre as at September 30, 2009.

Primaris' top ten tenants

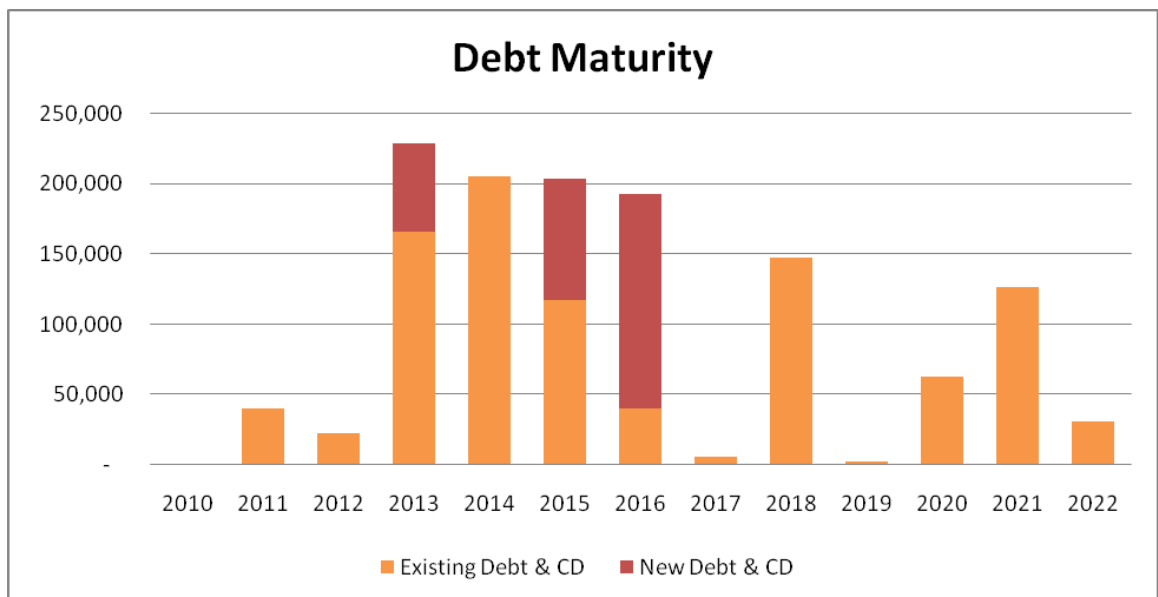
As of September 30, 2009				
	Tenant Groups	Percentage of Total Annual Minimum Rent	Area (Sq. ft.)	Weighted Average Lease Term to Maturity (Years)
1	HBC	6.6%	2,049,827	7.7
2	YM	3.1%	212,557	4.8
3	Forzani	2.5%	355,927	4.6
4	Sears	2.5%	979,436	7.8
5	Shoppers Drug Mart	2.3%	147,507	6.4
6	Reitmans	2.2%	138,565	3.0
7	Loblaws	1.9%	321,621	6.1
8	Best Buy	1.7%	179,367	4.5
9	Canadian Tire	1.6%	220,194	11.1
10	Comark	1.5%	83,101	2.8
		<u>25.9%</u>		

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Primaris lease expiry



Primaris debt maturity



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Primaris property list sales performance

(for the 12 months ended August 31, 2009)

Same Tenant
Sales per Square
Foot (\$)

Cornwall Centre	586
Midtown Plaza	572
Sunridge	546
Stone Road Mall	540
Dufferin Mall	523
Park Place Shopping Centre	509
Grant Park Shopping Centre	504
Orchard Park Shopping Centre	490
Woodgrove	488
Northland Village	464
Place d'Orleans	449
Place Du Royaume	385
Aberdeen Mall	382
Eglinton Square	363
Lambton Mall	351
Place Fleur de Lys	306
Heritage Place	304

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