



**PRIMARIS RETAIL REIT ANNOUNCES
2008 FINANCIAL RESULTS CONFERENCE CALL**

TORONTO (January 12, 2009) - Primaris Retail REIT (TSX:PMZ.UN) today announced that the Company will report its 2008 financial results after market close on Tuesday, March 10, 2009. Senior Management will discuss the results in a live conference call with the financial community on Wednesday, March 11 at 9:00 a.m. EST.

The telephone numbers for the conference call are: 416-641-6136 (within Toronto), and 1-866-223-7781 (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 March 18, 2009. The replay will be accessible by dialing 416-695-5800 or 1-800-408-3053 and using the pass code 3280435#.

Primaris Retail REIT owns 26 properties comprising 9.3 million square feet located in Canada. Primaris Retail REIT is a TSX listed real estate investment trust (TSX: PMZ.UN). As of December 31st, 2008 the REIT had 62,269,712 units issued and outstanding.

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