



PRIMARIS RETAIL REIT Announces Third Quarter Financial Results

Toronto (Ontario) November 6, 2008 - Primaris Retail REIT (TSX:PMZ.UN) is pleased to report a 3.2% increase in net operating income for the third quarter of 2008, as compared to the third quarter of 2007.

President and CEO, Michael Latimer, commented "We have seen unprecedented volatility in both debt and equity capital markets. Notwithstanding the challenging financial environment, Primaris is well positioned for the future with a very strong balance sheet. We have a cautious outlook for the near term operating results, but to date occupancy rates remain solid, rents continue to grow on renewal activity, and tenants' sales continue to grow."

Highlights

Liquidity

- Primaris is more liquid than at any other time in its five year history. It has \$96 million cash, a \$120 million unutilized credit facility, no loan maturities remaining in 2008, only one \$3.7 million loan maturity in 2009 and no loan maturities in 2010. Only \$8 million is committed to complete existing developments, and there are no commitments to fund mezzanine loans.

Funds From Operations

- Funds from operations for the third quarter ended September 30, 2008 were \$21.2 million or \$0.340 per unit fully diluted, down 2.0% on a per unit basis from the \$21.1 million, or \$0.347 per unit reported for the third quarter of 2007.

Net Operating Income

- Net operating income for the third quarter ended September 30, 2008, was \$36.9 million, substantially higher than the \$35.7 million recorded in the third quarter of 2007. The large increase was driven principally by acquisitions.

Same Property – Net Operating Income

- Net operating income for the third quarter ended September 30, 2008, on a same property basis, increased 1.7% over the comparative three-month period.

Operations

- The REIT renewed or leased 309,311 square feet of space during the third quarter. The weighted average new rent in these leases, on a cash basis, represented a 9.2% increase over the previous rent paid.
- The portfolio occupancy rate increased during third quarter and was 98.0% at September 30, 2008, compared to 97.7% at June 30, 2008, and up from 97.0% at September 30, 2007.
- Same-tenant sales, for the 13 properties owned during all of the 24 months ended August 31, 2008 increased 1.8% to \$470 per square foot as compared to the previous 12 months.
- The third quarter results included seasonal revenues of \$2.7 million as compared to \$2.1 million recorded in the third quarter of 2007.
- Primaris successfully completed the refinancing of Stone Road Mall on August 1, 2008. The loan was for \$110 million, bears interest at 5.49%, and matures in July 2013.

Liquidity

Primaris is more liquid than at any other time in its five year history. It has \$96 million cash invested in a variety of high quality Bankers Acceptances and Treasury Bills, and a \$120 million unutilized credit facility not maturing until mid 2010. Primaris has no debt maturities remaining in 2008, only one \$3.7 million loan maturity in 2009 and no loan maturities in 2010. The annual requirement to fund loan principal payments amounts to approximately \$20 million. Only \$8 million is committed to complete two existing developments, the completion of Place du Royaume and the re-tenanting of the former Wal-Mart store at Lambton Mall. There are no commitments to fund mezzanine loans. The REIT expects to complete two small acquisitions during the fourth quarter of 2008 for a total purchase price of approximately \$7 million.

Financial Results

Funds from operations for the three months ended September 30, 2008 was \$21.2 million or \$0.341 per unit basic (\$0.340 fully diluted). This compares to funds from operations of \$21.1 million or \$0.349 per unit basic (\$0.347 fully diluted) earned during the three months ended September 30, 2007.

Net income for the three months ended September 30, 2008 was \$1.2 million or \$0.02 per unit (basic and fully diluted). This compares to net income of \$1.4 million or \$0.02 per unit (basic and fully diluted) earned during the three months ended September 30, 2007.

The REIT acquired six properties at various times during 2007. These properties contributed significantly to operations throughout the three

months ended September 30, 2008. These acquisitions and the related debt and equity financings explain a significant amount of the difference between the results for the current periods and the comparative periods. In addition the REIT acquired one site in the first quarter of 2008 which contributed to operations for the three months ended September 30, 2008.

The distribution payout ratio for the third quarter of 2008, expressed on a per unit basis as distributions paid divided by fully diluted funds from operations was 89.7% as compared to a 85.0% payout ratio for the third quarter of 2007.

The payout ratios are sensitive to both seasonal operating results and financial leverage.

At September 30, 2008, the REIT's total enterprise value was approximately \$2.0 billion (based on the market closing price of Primaris' units on September 30, 2008, plus total debt outstanding). At September 30, 2008 the REIT had \$990.3 million of outstanding debt equating to a debt to total enterprise value ratio of 49.4%. The REIT's debt consisted of \$895.3 million of fixed-rate senior debt with a weighted average interest rate of 5.7% and a weighted average term to maturity of 7.9 years, \$5.9 million of 6.75% fixed-rate convertible debentures and \$89.1 million of 5.85% fixed-rate convertible debentures. The REIT had a debt to gross book value ratio, as defined under the Declaration of Trust, of 49.3%. During the three months ended September 30, 2008, the REIT had an interest coverage ratio of 2.4 times as expressed by EBITDA divided by net interest expensed. The REIT defines EBITDA as net income increased by depreciation, amortization, interest expense and, if applicable, income tax expense. EBITDA is a non-GAAP measure and may not be comparable to similar measures used by other Trusts.

Operating Results

Net Operating Income – Same Properties

	Three Months Ended September 30, 2008	Three Months Ended September 30, 2007	Variance to Comparative Period Favourable/ (Unfavourable)
Operating revenue	\$ 63,813	\$ 60,774	\$ 3,039
Operating expenses	28,046	25,599	(2,447)
Net operating income	<u>\$ 35,767</u>	<u>\$ 35,175</u>	<u>\$ 592</u>

The same property comparison includes only 20 properties that were owned throughout both the current and comparative three-month periods. Net

operating income, on a same property basis, increased \$592, or 1.7%, over the comparative three-month period. Net operating income, on a same-property basis, would have increased 1.0% including the net change in lease termination income of \$818 between the two periods and \$592 for the change in the property management fee.

Tenant sales

Tenant sales per square foot, on a same-tenant basis, have increased 1.8% to \$470 in the 12 months ended August 31, 2008. Total tenant volume has increased by 4.4% when comparing sales for the same properties.

	Same-Tenant Sales per Square Foot				All-Tenant Total Sales Volume			
	2008	2007	Variance		2008	2007	Variance	
			\$	%			\$	%
Aberdeen Mall	\$ 444	\$ 442	\$ 2	0.4%	\$ 53,376,322	\$ 54,309,025	\$ (932,703)	(1.7%)
Cornwall Centre	513	482	31	6.5%	75,419,284	70,405,269	5,014,015	7.1%
Dufferin Mall	552	558	(6)	(1.1%)	90,279,251	88,161,543	2,117,708	2.4%
Eglinton Square	351	355	(4)	(1.0%)	38,858,796	40,136,972	(1,278,176)	(3.2%)
Grant Park Shopping Centre	372	375	(3)	(0.9%)	29,880,958	28,384,688	1,496,270	5.3%
Lambton Mall	369	380	(10)	(2.7%)	53,333,151	55,795,956	(2,462,805)	(4.4%)
Midtown Plaza	581	527	54	10.2%	132,612,132	117,538,406	15,073,726	12.8%
Northland Village	449	450	(0)	(0.1%)	46,775,597	44,369,892	2,405,705	5.4%
Orchard Park Shopping Centre	579	578	1	0.2%	152,339,478	143,845,197	8,494,281	5.9%
Park Place Shopping Centre	515	499	16	3.3%	82,449,481	77,435,970	5,013,511	6.5%
Place Fleur de Lys	313	313	(0)	(0.1%)	72,224,803	73,154,442	(929,639)	(1.3%)
Place du Royaume	409	400	9	2.2%	104,165,922	99,492,747	4,673,175	4.7%
Stone Road Mall	551	567	(16)	(2.9%)	117,739,633	112,342,667	5,396,966	4.8%
	\$ 470	\$ 462	\$ 8	1.8%	\$ 1,049,454,808	\$ 1,005,372,774	\$ 44,082,034	4.4%

Note: Tenant sales are reported on a one-month time lag during interim quarters; therefore, Q3 2008 is the 12 months to August 2008.

The REIT's increase in sales per square foot of 1.8% is unfavourable compared to the 3.4% national average tenant sales increase for the same period, as reported by the International Council of Shopping Centres for the 12 months ended August 31, 2008. The REIT's sales productivity of \$470 is lower than the ICSC average of \$557, largely because the ICSC includes sales from super regional malls which have the highest sales per square foot in the country.

Leasing activity

Primaris Retail REIT's property portfolio remains well leased.

The portfolio occupancy rate increased during the third quarter of 2008 at 98.0%, versus 97.7% at June 30, 2008. These percentages include space for which signed leases are in place but where the tenant may not yet be in occupancy.

The REIT leased 309,311 square feet of space during the third quarter of 2008. This represented 106 leases of generally smaller stores. Approximately 49% of the leased spaces during the third quarter of 2008 consisted of the renewal of existing tenants. The weighted average new rent for renewals of existing tenants in the third quarter, on a cash basis, represented a 9.2% increase over the previous cash rent.

Refinancing

Primaris successfully completed the refinancing of Stone Road Mall on August 1, 2008, generating a net \$47,546 to treasury. The new loan is in the amount of \$110 million, matures in July 2013 and bears interest at 5.49%. Proceeds were used to repay the existing loan in the amount of \$62,454, and for general trust purposes. Monthly payments will be blended payments of principal and interest, based on a 25-year amortization period.

The REIT has a only one small \$3.7 million mortgage maturing in 2009 and then has no outstanding mortgages maturing in 2010.

Development Activity

Work on the development project at Place du Royaume is well underway and progressing on time and on budget.

In mid-April 2007, the REIT agreed to terminate the lease of an 86,500 square foot Bay department store at Place du Royaume located in Saguenay, Quebec. The store closed in June 2007. Leases are in place for 100% of the leaseable area of this first phase of the project. At September 30th 71,348 square feet of the new space in phase one was open for business. The second phase of the project is to reconstruct some existing space for use by other retailers. As part of this new pedestrian circulation plan a small part of existing common area will be backfilled by retail use. The total budgeted cost of both phases of this project is approximately \$14,000. As at September 30, 2008, \$8,571 has been incurred and capitalized. The REIT expects that the backfill of existing common area will be completed in the fourth quarter of 2008. The project is anticipated to generate a positive return.

Comparison to Prior Period Financial Results

	Three Months Ended September 30, 2008	Three Months Ended September 30, 2007	Variance to Comparative Period Favourable/ (Unfavourable)
Revenue			
Minimum rent	\$ 39,992	\$ 38,104	\$ 1,888
Recoveries from tenants	22,615	21,477	1,138
Percentage rent	995	632	363
Parking	1,330	1,256	74
Interest and other income	1,578	359	1,219
	<u>\$ 66,510</u>	<u>\$ 61,828</u>	<u>\$ 4,682</u>
Expenses			
Operating	28,592	25,606	(2,986)
Interest	14,616	12,894	(1,722)
Depreciation and amortization	18,859	19,206	347
Ground rent	404	298	(106)
	<u>\$ 62,471</u>	<u>\$ 58,004</u>	<u>\$ (4,467)</u>
Income from operations	4,039	3,824	215
General and administrative	(2,092)	(2,305)	213
Future income taxes	(710)	(100)	(610)
Net income	<u>\$ 1,237</u>	<u>\$ 1,419</u>	<u>\$ (182)</u>
Depreciation of income-producing properties	17,360	18,286	(926)
Amortization of leasing costs	1,499	920	579
Amortization of acquired deferred recoverable costs	171	167	4
Accretion of convertible debentures	261	164	97
Future income taxes	710	100	610
Funds from operations	<u>\$ 21,238</u>	<u>\$ 21,056</u>	<u>\$ 182</u>
Funds from operations per unit - basic	\$ 0.341	\$ 0.349	\$ (0.008)
Funds from operations per unit - diluted	\$ 0.340	\$ 0.347	\$ (0.007)
Funds from operations - payout ratio	89.7%	85.0%	4.0%
Distributions per unit	\$ 0.305	\$ 0.295	\$ 0.010
Weighted average units outstanding - basic	62,209,426	60,311,541	1,897,885
Weighted average units outstanding - diluted	67,147,564	63,272,559	3,875,005
Units outstanding, end of period	62,239,176	61,817,264	421,912

Notes:

Funds from Operations, which is not a defined term within Canadian generally accepted accounting principles, has been calculated by management, using Canadian generally accepted accounting principles, in accordance with REALPac's White Paper on Funds from Operations. The White Paper defines Funds from Operations as net income adjusted for depreciation and amortization of assets purchased, including the net impact of above and below market leases, amortization of leasing costs and accretion of convertible debentures. Funds from Operations may not be comparable to similar measures used by other entities.

Funds from operations for the quarter ended September 30, 2008 was \$0.2 million (\$0.007 less per unit, fully diluted) greater than the comparative period.

Normal Course Issuer Bid

Primaris intends to file within the next week a notice of intention with the Toronto Stock Exchange (the "TSX") to purchase up to 3,000,000 of its 62,255,918 trust units ("Units") outstanding, representing approximately 5.03 % of Primaris' public float of 59,673,859 Units as of October 31, 2008, pursuant to TSX rules. The notice, once filed, will be subject to the approval of the TSX.

Proposed purchases will be made on the open market by Primaris through the facilities of the TSX in accordance with the requirements of the TSX. The price that Primaris will pay for any such Units will be the market price of such

Units on the TSX at the time of acquisition. Units purchased under the bid will be cancelled. Primaris' average daily trading volume during the last six calendar months was 101,228 Units.

Primaris believes that the market price of its Units at certain times may be attractive and that the purchase of Units from time to time would be an appropriate use of Primaris' funds in light of potential benefits to remaining unitholders.

Primaris did not make any purchases under its 2006/2007 or its 2007/2008 bids.

Supplemental Information

The REIT's unaudited interim consolidated financial statements and Management's Discussion and Analysis for the three-month and six-month periods ended September 30, 2008 are available on the REIT's website at www.primarisreit.com.

Forward-Looking Information

The MD&A 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.

Examples of such information include, but are not limited to, factors relating to the business, financial position of the REIT, operations and redevelopments including volatility of capital markets, consumer spending, retail leasing demand, strength of the retail sector, price volatility of construction costs, availability of construction labour and timing of regulatory and contractual approvals for developments.

Although the forward-looking statements contained in this document 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.

Non-GAAP Measures

Funds from operations ("FFO"), net operating income ("NOI") and earnings before interest, taxes, depreciation and amortization ("EBITDA") are widely used supplemental measures of a Canadian real estate investment trust's performance and are not defined under Canadian generally accepted accounting principles ("GAAP"). Management uses these measures when comparing itself to industry data or others in the marketplace. The MD&A describes FFO, NOI and EBITDA and provides a reconciliation to net income as defined under GAAP. FFO and EBITDA should not be considered alternatives to net income or other measures that have been calculated in accordance with GAAP and may not be comparable to measures presented by other issuers.

Conference Call

Primaris invites you to participate in the conference call that will be held on Friday, November 7 at 9am EST to discuss these results. Senior management will speak to the results and provide a brief corporate update. The telephone numbers for the conference 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 Thursday, November 14, 2008. The replay will be accessible by dialing 416-695-5800 or 1-800-408-3053 and using the pass code 3271211#.

The REIT is a TSX listed real estate investment trust (TSX:PMZ.UN). The REIT owns 26 income-producing properties comprising approximately 9.3 million square feet located in Canada. As of October 31, 2008, the REIT had 62,255,918 units issued and outstanding.

INFORMATION:

R. Michael Latimer
Chief Executive Officer
(416) 865-5353

Louis M. Forbes
Senior Vice President,
Chief Financial Officer
(416) 865-5360

PRIMARIS RETAIL REAL ESTATE INVESTMENT TRUST

Interim Consolidated Balance Sheets
(In thousands of dollars)

	September 30, 2008	December 31, 2007
	(Unaudited)	
Assets		
Income-producing properties	\$ 1,432,818	\$ 1,471,637
Deferred costs	54,582	46,242
Rents receivable	6,776	6,366
Other assets and receivables	33,413	24,588
Cash and cash equivalents	96,658	94,202
	<u>\$ 1,624,247</u>	<u>\$ 1,643,035</u>

Liabilities and Unitholders' Equity

Liabilities:		
Mortgages payable	\$ 895,290	\$ 861,623
Convertible debentures	95,021	94,543
Accounts payable and other liabilities	41,818	49,678
Distribution payable	6,331	6,299
Future income taxes	42,180	40,000
	<u>1,080,640</u>	<u>1,052,143</u>
Unitholders' equity	543,607	590,892
	<u>\$ 1,624,247</u>	<u>\$ 1,643,035</u>

PRIMARIS RETAIL REAL ESTATE INVESTMENT TRUST

Interim Consolidated Statements of Income
(In thousands of dollars, except per unit amounts)
(Unaudited)

	Three months ended September 30, 2008		Nine months ended September 30, 2007	
Revenue:				
Minimum rent	\$ 39,992	\$ 38,104	\$ 118,942	\$ 104,803
Recoveries from tenants	22,615	21,477	68,812	59,837
Percentage rent	995	632	2,356	1,867
Parking	1,330	1,256	4,449	4,016
Interest and other	1,578	359	3,391	3,026
	66,510	61,828	197,950	173,549
Expenses:				
Property operating	16,445	14,233	48,300	40,523
Property taxes	12,147	11,373	36,419	32,213
Depreciation	17,360	18,286	52,851	51,406
Amortization	1,499	920	4,002	2,840
Interest	14,616	12,894	42,830	33,183
Ground rent	404	298	1,021	883
General and administrative	2,092	2,305	6,017	5,889
	64,563	60,309	191,440	166,937
Income before income taxes	1,947	1,519	6,510	6,612
Gain on sale of land	—	—	298	—
Future income taxes	710	100	2,180	45,100
Net income (loss)	\$ 1,237	\$ 1,419	\$ 4,628	\$ (38,488)
Basic and diluted net income (loss) per unit	\$ 0.02	\$ 0.02	\$ 0.07	\$ (0.65)

PRIMARIS RETAIL REAL ESTATE INVESTMENT TRUST

Interim Consolidated Statements of Cash Flows
(In thousands of dollars)
(Unaudited)

	Three months ended September 30,		Nine months ended September 30,	
	2008	2007	2008	2007
Cash provided by (used in):				
Operations:				
Net income (loss)	\$ 1,237	\$ 1,419	\$ 4,628	\$ (38,488)
Items not involving cash:				
Depreciation	17,360	18,286	52,851	51,406
Amortization of deferred leasing commissions and tenant improvements	1,499	920	4,002	2,840
Accretion of convertible debt liability	261	164	757	175
Amortization of acquired deferred recoverable operating costs	171	167	462	501
Future income taxes	710	100	2,180	45,100
Gain on sale of land	—	—	(298)	—
	21,238	21,056	64,582	61,534
Change in non-cash operating items:				
Amortization of above- and below-market leases	(462)	(523)	(1,353)	(945)
Deferred leasing commissions	(612)	(380)	(1,206)	(1,132)
Tenant inducements	—	—	(282)	(1,241)
Amortization of tenant inducements	32	24	87	106
Deferred recoverable operating costs	(1,690)	(2,806)	(4,816)	(3,892)
Amortization of deferred recoverable operating costs	716	601	2,052	1,600
Amortization of financing costs	470	557	1,148	856
Other non-cash operating items	(2,895)	9,289	(14,896)	9,693
	16,797	27,818	45,316	66,579
Financing				
Issuance of units, net of costs	782	57,741	2,156	59,084
Issuance of convertible debentures	—	100,000	—	100,000
Mortgage principal repayments	(4,229)	(3,632)	(12,597)	(10,502)
Financing costs	(824)	(4,117)	(862)	(4,469)
Proceeds of new financing	110,000	20,000	110,000	186,000
Repayment of financing	(62,454)	(130,000)	(62,454)	(134,187)
Distributions to unitholders	(18,982)	(17,617)	(56,822)	(52,124)
	24,293	22,375	(20,579)	143,802
Investments:				
Acquisition of income-producing properties	—	(56,491)	(7,074)	(285,206)
Additions to buildings and building improvements	(1,804)	(8,151)	(6,993)	(16,037)
Additions to tenant improvements	(2,172)	(3,582)	(8,639)	(6,653)
Proceeds from sale of land	—	—	425	—
	(3,976)	(68,224)	(22,281)	(307,896)
Increase/(decrease) in cash and cash equivalents	37,114	(18,031)	2,456	(97,515)
Cash and cash equivalents, beginning of period	59,544	19,844	94,202	99,328
Cash and cash equivalents, end of period	\$ 96,658	\$ 1,813	\$ 96,658	\$ 1,813

PRIMARIS RETAIL REAL ESTATE INVESTMENT TRUST

Reconciliation of Net Income to Funds from Operations (In thousands of dollars)

	Three Months Ended September 30, 2008	Three Months Ended September 30, 2007
Net income	\$ 1,237	\$ 1,419
Depreciation of income producing properties	17,360	18,286
Amortization of leasing costs	1,499	920
Accretion of convertible debentures	261	164
Amortization of acquired deferred recoverable costs	171	167
Future income taxes	<u>710</u>	<u>100</u>
Funds from operations	<u>\$ 21,238</u>	<u>\$ 21,056</u>

Funds from Operations, which is not a defined term within Canadian generally accepted accounting principles, has been calculated by management, using Canadian generally accepted accounting principles, in accordance with REALPac's White Paper on Funds from Operations. The White Paper defines Funds from Operations as net income adjusted for depreciation and amortization of assets purchased, including the net impact of above and below market leases, amortization of leasing costs and accretion of convertible debentures. Funds from Operations may not be comparable to similar measures used by other entities.

Calculation of Net Operating Income (In thousands of dollars)

	Three Months Ended September 30, 2008	Three Months Ended September 30, 2007
Revenue	\$66,510	\$61,828
Less: Corporate interest and other income	(642)	(208)
Property operating expenses	(16,445)	(14,233)
Property tax expense	(12,147)	(11,373)
Ground rent	<u>(404)</u>	<u>(298)</u>
Net operating income	<u>\$ 36,872</u>	<u>\$ 35,716</u>