



**PRIMARIS RETAIL REIT ANNOUNCES
EARNINGS CONFERENCE CALL**

TORONTO (July 3, 2008) - Primaris Retail REIT (TSX:PMZ.UN) will report its second quarter, fiscal year 2008 financial results on Thursday, August 7, 2008 at 12:00 p.m. EST. Senior Management will discuss the results in a live conference call with the financial community at 4:00 p.m. EST that same day.

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, August 14, 2008. The replay will be accessible by dialing 416-695-5800 or 1-800-408-3053 and using the pass code 3265921#.

Primaris Retail REIT owns 26 properties comprising approximately 9.3 million square feet located in Canada. Primaris Retail REIT is a TSX listed real estate investment trust (TSX: PMZ.UN). As of May 31, 2008 the REIT had 62,157,101 units issued and outstanding.

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