



**PRIMARIS RETAIL REIT ANNOUNCES
EARNINGS CONFERENCE CALL**

TORONTO (March 19, 2008) - Primaris Retail REIT (TSX:PMZ.UN) will report its first quarter, fiscal year 2007 financial results on Monday, May 12, 2008 after market close. Senior Management will discuss the results in a live conference call with the financial community on Tuesday, May 13, 2008 at 10:30 a.m. EST.

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 Tuesday, May 20, 2008. The replay will be accessible by dialing 416-695-5800 or 1-800-408-3053 and using the pass code 3256353#.

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 February 29, 2008 the REIT had 61,970,884 units issued and outstanding.

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