



Primaris Retail REIT Announces Earnings Conference Call, January Distribution

Toronto (Ontario), January 11, 2008 – Primaris Retail REIT (TSX:PMZ.UN) will report its 2007 year end financial results on Thursday, March 6, 2008 after market close. Senior Management will discuss the results in a live conference call with the financial community on Friday, March 7, 2008 at 8:30 a.m. EST.

The telephone numbers for the conference are: 416-641-6114 (within Toronto), and 1-866-226-1798 (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 Friday, March 14, 2008. The replay will be accessible by dialing 416-695-5800 or 1-800-408-3053 and using the pass code 3248373#.

Primaris also announces today its January 2007 monthly distribution in the amount of \$0.1016. Payment will be made on February 15, 2008 to holders of record as of January 31, 2008.

In addition, unitholders who elect to participate in the DRIP will receive a further distribution, payable in units, equal in value to 3% of each cash distribution reinvested by them. The price at which units will be purchased with such cash distributions is based on a weighted average trading price of units for the 20 trading days prior to the relevant distribution date, which is normally the 15th of each month. Those unitholders wishing to enroll in the DRIP should contact the brokerage house or financial institution where their units are currently held and complete the required authorization form.

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 December 31, 2007 the REIT had 61,937,650 units issued and outstanding.

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