



PRIMARIS RETAIL REIT ANNOUNCES EARNINGS CONFERENCE CALL

TORONTO (October 5, 2007) - Primaris Retail REIT (TSX:PMZ.UN) will report its third quarter, fiscal year 2007 financial results on Thursday, November 1, 2007 after market close. Senior Management will discuss the results in a live conference call with the financial community on Friday, November 2, 2007 at 1:30 p.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, November 9, 2007. The replay will be accessible by dialing 416-695-5800 or 1-800-408-3053 and using the pass code 3238759#.

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 September 30, 2007 the REIT had 61,817,264 units issued and outstanding.

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