

Primaris Retail REIT Announces Q3 Financial Results Conference Call

TORONTO (September 6, 2011) - Primaris Retail REIT (TSX:PMZ.UN) today announced that the Trust will report its Q3 2011 financial results on November 8, 2011. Senior Management will discuss the results in a live conference call with the financial community on Wednesday, November 9, 2011 at 9:00 AM, Eastern Standard Time.

The telephone numbers for the conference call are: 416-340-8530 (within Toronto), and 1-877-240-9772 (within North America).

Audio replays of the conference call will be available for 24 hours immediately following the completion of the conference call, by dialing 905-694-9451 or 1-800-408-3053 and using the pass code 1208535. The audio replay will also be available for download at www.primarisreit.com/q3conference.

Primaris Retail REIT owns 33 income-producing properties comprising approximately 13.5 million square feet located in Canada. Primaris Retail REIT is a TSX listed real estate investment trust (TSX: PMZ.UN). As of August 31, 2011, the REIT had 82,467,224 units issued and outstanding.

For more information, please contact

Primaris Retail REIT
John Morrison
President and Chief Executive Officer
(416) 642-7860

or

Primaris Retail REIT
Louis M. Forbes
Executive Vice President and Chief Financial Officer
(416) 642-7810