

**Primaris Retail REIT Announces Q4 Financial Results Conference Call**

TORONTO (January 6, 2012) - Primaris Retail REIT (TSX:PMZ.UN) today announced that the Trust will report its Q4 2011 financial results on March 1, 2012. Senior Management will discuss the results in a live conference call with the financial community on Friday, March 2, 2012 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/q4conference](http://www.primarisreit.com/q4conference).

Primaris Retail REIT owns 32 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 December 31, 2011, the REIT had 82,740,232 units issued and outstanding (including exchangeable units for which units have yet to be issued).

**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