

**PRIMARIS RETAIL REIT ANNOUNCES Q1 2011 FINANCIAL RESULTS
CONFERENCE CALL**

TORONTO (March 30, 2011) - Primaris Retail REIT (TSX:PMZ.UN) today announced that the Company will report its Q1 2011 financial results after market close on May 12, 2011. Senior Management will discuss the results in a live conference call with the financial community on Friday, May 13, 2011 at 9:00 AM, Eastern Daylight Time.

The telephone numbers for the conference call are: 416-340-8018 (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 May 27. The replay will be accessible by dialing 905-694-9451 or 1-800-408-3053 and using the pass code 6186175.

Primaris Retail REIT owns 29 income-producing properties comprising approximately 11.1 million square feet located in Canada. Primaris Retail REIT is a TSX listed real estate investment trust (TSX: PMZ.UN). As of February 28, 2011, the REIT had 69,032,670 units issued and outstanding.

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