

**Primaris Retail REIT Announces Q1 Financial Results Conference Call**

TORONTO (March 30, 2012) - Primaris Retail REIT (TSX:PMZ.UN) today announced that the Company will report its Q1 2012 financial results after market close on May 3, 2012. Senior Management will discuss the results in a live conference call with the financial community on Friday, May 4, 2012 at 9:00 AM, Eastern Daylight Time.

The telephone numbers for the conference call are: 416-340-8530 (within Toronto), and 1-877-240-9972 (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 1208535.

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 February 29, 2012, the REIT had 83,161,108 units issued and outstanding (including 2,122,261 exchangeable units for which units have yet to be issued).

**For more information, please contact**

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