



For Immediate Release

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Scarborough Town Centre Unveils New SWEET MRKT: Latest Evolution of Recently Rejuvenated TASTE MRKT

First Multibranded Food Pop-Up Concept Creates Unique In-Mall Experience

Scarborough Town Centre (STC) opened its first multibranded food pop-up concept—SWEET MRKT—on November 10, featuring three unique retailers: Sweet Jesus, SQUISH candies and Love Me Sweet. This investment by Oxford Properties Group represents the latest evolution in STC's rejuvenation, building on the success of its recently transformed TASTE MRKT.

“STC continues to outperform and deliver exceptional results, reflective of positive changes taking place within the larger Scarborough community,” says Robert Horst, General Manager, Scarborough Town Centre, Oxford Properties Group. “We're thrilled to be selected by Oxford Properties Group as the home of its first multibranded food pop-up concept, bringing yet another one-of-a-kind, in-mall experience to our visitors.”



STC is experiencing tremendous growth and success, a result of its ongoing dedication to providing guests with a premium shopping destination. The centre achieved the impressive \$800-per-square-foot sales target in spring 2016, a milestone realized one year early thanks to a year-over-year sales growth of 15 per cent. In August 2016, STC unveiled the first phase of its new TASTE MRKT. This \$37-million food and dining transformation offers unparalleled culinary choice, convenience and cultural diversity, providing an original space for foodies and fashionistas to connect, refuel and recharge.

With more than 250 shops, services and unique concept stores, STC offers the ultimate shopping, dining and entertainment destination. “STC is exceeding shoppers' expectations, and we'll continue to build on this momentum, introducing innovative and engaging reasons to visit STC,” says Horst.

Sweet Teeths Rejoice! Three Premium Food Concepts Create the Ultimate Sweet Space

The new SWEET MRKT is the first collaboration of its kind for Oxford Properties Group, providing suburban exposure to downtown favourites. Combining three unique food brands into one retail space builds on the vitality of STC's renewed focus on quality, originality and community, creating engaging experiences for shoppers.

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Whether you're looking for a delightful cold treat, craving Japanese-style cheesecake or want to indulge in gourmet gummies, SWEET MRKT is the perfect place to enjoy delectable treats and find unrivalled gifts for the sweet lover on your list.

Sweet Jesus

A social media sensation since its opening in September 2015, Sweet Jesus is renowned for its boundary-pushing ice cream creations. What started as a tiny parlour located in Toronto's downtown core has developed into a chain of five shops across Ontario, including its newest STC location. Take a trip down memory lane and tap into childhood nostalgia with Sweet Jesus' enticing ice cream creations covered in nuts, syrups, candies, cookies and more!



SQUISH

Founded in 2014, SQUISH is North America's first artisanal candy store specializing in delicious gourmet gummies. With an incredible assortment of high-quality treats, SQUISH has everything you need for a crowd-pleasing candy bar, delectable party favours and scrumptious gifts to delight friends and family.



Love Me Sweet

Made with 100 per cent natural ingredients and a bit of old-fashioned "love," Love Me Sweet's Japanese-style cheesecakes will delight your taste buds! Their cloud-like texture melts in your mouth and will keep you coming back for more. Love Me Sweet also offers mouthwatering cheese tarts available in original, matcha, chocolate, strawberry and blueberry flavours.



Spread Joy this Holiday Season at Scarborough Town Centre

In addition to the newly opened SWEET MRKT, STC is spreading joy by offering one-of-a-kind experiences sure to make this year's holiday shopping memorable.

HOLIDAY MRKT

November 12 to December 24

Located on the upper level near Zara, HOLIDAY MRKT features a custom-designed, one-minute virtual reality sleigh ride. Shoppers can step into Santa's shoes and enjoy a thrilling, snow-filled holiday adventure as he travels from the North Pole to STC's Planet Santa.



Shoppers can also indulge in delicious hand-made Baklava and chocolate creations from Meli Baklava, purchase personalized ornaments from SantaVille and enjoy complimentary coat/parcel check. Gift-wrapping services are also available, with 100 per cent of proceeds benefitting Epilepsy Toronto.

STC is also offering shoppers an interactive Selfie Station, featuring fun props and backdrops to help everyone spread holiday cheer. Now until December 31, guests can snap and post photos using the #HOLIDAYMRKT hashtag for their chance to win a \$500 STC gift card! Visit www.ScarboroughTownCentre.com for official contest rules and regulations.

About Scarborough Town Centre

Scarborough Town Centre (STC) is the largest regional shopping centre on the eastern edge of the Greater Toronto Area, with 1.6 million square feet of retail space. Located at Hwy 401, between Brimley Road and McCowan Road, STC is open Monday to Friday, 10 am to 9 pm; Saturday 9:30 am to 9 pm; and Sunday 11 am to 7 pm. STC is managed by Oxford Properties Group and owned by AIMCo and OMERS Realty. Please visit www.scarboroughtowncentre.com for more information.

About Oxford Properties

Oxford Properties Group is a global platform for real estate investment, development and management, with approximately 2,000 employees and more than \$40 billion worth of real assets that it manages for itself and on behalf of its co-owners and investment partners. Established in 1960, Oxford has regional offices in Toronto, London and New York, and the company's portfolio includes approximately 60 million square feet of office, retail, industrial and multifamily and hotel properties. Oxford is the real estate arm of OMERS. Visit oxfordproperties.com for more information about Oxford.

About AIMCo

Alberta Investment Management Corporation (AIMCo) is one of Canada's largest and most diversified institutional investment managers. AIMCo was established on January 1, 2008, with a mandate to provide superior long-term investment results for its clients. AIMCo operates independently from the Government of Alberta and invests globally on behalf of 28 pension, endowment and government funds in the Province of Alberta, including the Alberta Heritage Savings Trust Fund. Visit aimco.alberta.ca for more information about AIMCo.

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