



For Immediate Release

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**Building Today for a Delicious Tomorrow:
Scarborough Town Centre Launches \$35 million Food and Dining Transformation**

Foodie-inspired project includes 27 new dining options and an enhanced dining atmosphere

Coming soon: a taste of what shopping can be. Scarborough Town Centre, Eastern Toronto's premier retail destination, continues to invest in the future by breaking ground on its \$35 million new food and dining expansion transformation. The two-phase, two-level initiative will improve customer experience by adding a broad variety of quick-service food vendors, new premium, fast-casual restaurants, retail stores and upgraded restrooms and parenting facilities. This is the latest evolution of Scarborough Town Centre's rejuvenation. It began in 2010 with a \$62 million renovation that attracted some of the world's leading fashion retailers and resulted in a 40% increase in sales per square foot. Now, Scarborough Town Centre's new food and dining transformation will address shoppers' demands for more options, provide higher quality food for the growing number of foodies in the GTA and create an enhanced dining and shopping atmosphere for everyone.



Investing in a Delicious Future

"Scarborough is a city in growth and in transition and Scarborough Town Centre is investing in the future," says Robert Horst, General Manager, Scarborough Town Centre, Oxford Properties Group. "We are devoted to providing the ultimate shopping experience with a focus on premium fashion, food, leisure and entertainment options. Once completed, this transformation will offer much more than a Food Court; it will be a food and dining experience and social hub where the community can meet, relax and rejuvenate."

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The Scarborough Town Centre food and dining transformation is slated to take an estimated 19 months to complete. In order to keep food options available to shoppers throughout the transformation, redevelopment is taking place in two phases – work has started on the lower level and once it's complete in August 2016, construction will begin on the upper level. The food court will remain open and will continue to operate as usual during the entire transformation.

Much More than a Food Court: Natural Light, Interior Patio Seating, Open Space

A preview of what each level of the new Scarborough Town Centre food and dining transformation has in store:

- Scheduled to open in August 2016, the **lower level** food area will feature increased natural light thanks to a majestic two-story view of the Centre's skylight. The brighter, more open space will showcase a spectacular glass-bridge walkway. 22 new quick service food vendors will offer the ultimate in choice, convenience and cultural diversity. The lower level food area will also feature added seating capacity and dish, cutlery and scullery service for a more upmarket dining experience.



- The **upper level** food area will bring the outdoors indoors and create a unique dining atmosphere for shoppers by offering more upscale, interior patio-style seating beneath the existing skylight. Three premium, fast-casual, full service restaurants, two quick service food vendors and 12 retail units will be introduced, featuring high-quality fashion and lifestyle brands. The current access-controlled family and parenting rooms, catering to young families, will be expanded and enhanced, and all corridors will be widened to build upon the feeling of open space. Construction on this level is scheduled to begin in August 2016 and be completed by May of 2017.



Building a Premium Retail Experience

As the community of Scarborough continues to grow and evolve, shoppers' desires and expectations are changing along with it. Scarborough Town Centre is devoted to providing its patrons with the ultimate shopping experience. The new food and dining transformation is the latest step in this evolution, further enhancing STC's position as the premier shopping destination in Toronto's east end.

It all started with a \$62 million renovation, completed in November 2010, which attracted some of the world's leading fashion retailers to the Centre and facilitated a major increase in sales. Prior to the renovation, sales at the Centre stood at \$530 per square foot. This past May, Scarborough Town Centre surpassed the \$700 per square foot milestone and is currently at \$761 per square foot in sales productivity. Scarborough Town Centre is one of the top 25 performing shopping centres in Canada. In the last 18 months, there have been 38 newly opened and/or renovated retailers added and more than 270,000 square feet of retail space has been refreshed. Recent additions include:

- Premium fashion and lifestyle retailers such as: Michael Kors, Gerry Weber, Thomas Sabo, Vince Camuto, L'Occitane, Aritzia and Sephora, as well as a 23,000 sq ft. Zara opening in 2016 – the largest in the East GTA, including kids!
- The iStore which features the latest Apple devices and most fashionable digital lifestyle products and accessories displayed in a chic, ultra-modern atmosphere including a unique, private sound booth. With only three locations across Canada, the iStore at Scarborough Town Centre is the only mall-based iStore in Ontario.
- House of Hoops, an upscale concept store partnership between Nike and Footlocker that carries the best selection of unique and limited-edition performance basketball shoes and apparel. The Scarborough Town Centre store is one of only five in the entire GTA.

"We have seen first-hand that shoppers are looking for more out of their mall visits," says Horst. "The response to our initial renovation was phenomenal and we look forward to a similarly positive reaction once our food and dining experience is unveiled. The shopping centre is expected to be much more than a retail space – it's a community hub, a social gathering point and an entertainment destination."

About Scarborough Town Centre

Scarborough Town Centre is the largest regional shopping centre on the eastern edge of the Greater Toronto Area, with more than 250 shops and services and 1.6 million square feet of retail space. Ranked as one of the top 25 performing shopping centres in Canada, Scarborough Town Centre welcomes 22 million shoppers per year and has \$500 million in annual retail sales. It offers a dynamic retail mix including some of the world's leading fashion

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retailers such as: Michael Kors, Gerry Weber, Thomas Sabo, Vince Camuto and more. Located at Hwy 401, between Brimley Road and McCowan Road, Scarborough Town Centre is open Monday to Friday, 10 am to 9 pm; Saturday 9:30 am to 9 pm; and Sunday 11 am to 7 pm. Scarborough Town Centre is managed by Oxford Properties Group and owned by AIMCo and OMERS Realty. For more information, please visit www.scarboroughtowncentre.com.

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For more information, or to arrange an interview with Robert Horst, General Manager, Scarborough Town Centre, Oxford Properties Group, please contact: Vanessa Powell, Strategic Objectives; Tel: (416) 366-7735 X247. Email: vpowell@strategicobjectives.com