

SCARBOROUGH

TOWN CENTRE

July 27, 2011

MEDIA CONTACT

Nina Budman/Lauren O'Neill
Budman and Associates
mail@budmanpr.com
416-515-7667

SCARBOROUGH TOWN CENTRE WELCOMES NEW RETAILERS THIS FALL

Victoria's Secret, Forever XXI, Aritzia, LOCALE,
Justice, ecko unltd., Zumiez, Eyestar Optical,
M for Mendocino and Journeys

Toronto—Scarborough Town Centre (STC) and Oxford Properties launch a dynamic mix of new retailers including **Victoria's Secret, Forever XXI, ecko unltd., Zumiez and Journeys as well as Canadian Aritzia, M for Mendocino, Eyestar Optical** as well as **recently opened Justice and LOCALE**. Occupying 60,000 sq. ft. these latest additions will begin arriving in August with all stores set to open by spring 2012. Scarborough Town Centre's new look - the result of a two-year, \$62-million renovation - coupled with its fitting demographics and commitment to sustainability are attracting myriad fashion-forward brands to the centre.

As a centre of firsts, new tenants include one of the largest two-storey **Forever XXI** occupying 27,000 sq. ft. as well as the only **Victoria's Secret** location in the east end of the city, to be located next to sister store PINK by Victoria's Secret. Both locations open November 2011- in time for holiday shopping.

"Scarborough Town Centre has a vibrant future as a fashion destination and gathering place for brand-savvy, fashion-conscious shoppers," says **Kathy Meyers, General Manager, Scarborough Town Centre**. "We are both proud and delighted to offer an updated retail mix to all our visitors."

Tween favourite Justice and shoe favorite LOCALE are both now open. This summer, fashion eye-wear store Eyestar Optical and skate and snow lifestyle store Zumiez arrive. Opening this fall is ecko unltd, which carries the world-famous Rhino apparel and accessories. Additionally, Journeys, which features footwear and accessories, arrives in October 2011.

Since its renovation, retail sales at STC are up 3.71 per cent*, with monthly foot traffic increasing by 5.2 per cent*. Monthly fashion accessory sales have risen by 20.4 per cent*, men's apparel sales have increased by 16.1 per cent* and women's apparel sales are up by 2.5 per cent*. Specialty leasing has also increased 27.2* per cent, proving retailers are gravitating towards the enhanced centre. The fresh retail mix targets STC's primary customer - fashionable 15-44 year olds who reside primarily in Scarborough, but who also live in Durham Region and Markham, as well as in Toronto's Beaches area.

MORE

SCARBOROUGH --- TOWN CENTRE

SCARBOROUGH TOWN CENTRE WELCOMES NEW RETAILERS THIS FALL

Page 2

Renovations to the centre include new entrances, internal and external landscaping, escalators to replace staircases at the Bay and Sears courts, eight new skylights and energy-saving daylight sensors, which ensure STC is always bathed in soft, even light. Since the revitalization, Hallmark, Footlocker, At Ease, Laura Secord, Jean Machine, Crabtree & Evelyn, Northern Reflections, Fruits and Passion, Call it Spring and Reitmans have all received upgrading or have relocated to fresher locations.

As an inviting community meeting place with remarkable esthetics, Scarborough Town Centre is the largest shopping centre in Toronto's east end. STC currently houses 250 stores, three anchor retailers and nine restaurants on 1.4 million sq. ft. Scarborough Town Centre is the go-to fashion destination in the east end.

For more information visit www.scarboroughtowncentre.com. Located at Highway 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 7 pm; Sunday 11 am to 6 pm. Scarborough Town Centre is managed by Oxford Properties Group and owned by AIMCo and Omers Realty. For any other information, or to schedule an interview with STC's fashion director, Julie Hanning please contact Nina Budman or Lauren O'Neill, Budman and Associates at mail@budmanpr.com or 416-515-7667.

* In May 2011, according to the Scarborough Town Centre's monthly sales report

SCARBOROUGH

TOWN CENTRE

BACKGROUNDER

MEDIA CONTACT

Nina Budman/Lauren O'Neill
Budman and Associates
mail@budmanpr.com
416-515-7667

SCARBOROUGH TOWN CENTRE

About Oxford Property Group

Oxford Properties Group is one of North America's largest commercial real estate investment, development and management firms. Oxford oversees and manages approximately \$18 billion worth of real estate for itself and on behalf of its co-owners and investment partners including headquarter buildings such as the Royal Bank Plaza in Toronto, Watermark Place in London and Centennial Place in Calgary. Oxford's investments include office, retail, hotel, industrial and multi-family residential properties. For more information, visit www.oxfordproperties.com.

LOCALE now open

LOCALE is a new footwear and accessories boutique-style store that celebrates art, fashion and community. Featuring innovative shoe designs from leading brands, the LOCALE concept grew out of a desire to feature an international scope of design in a unique environment.

Justice now open

Operating under Tween Brands, Inc. Justice sells apparel, underwear, sleepwear, swimwear, lifestyle and personal-care products aimed at girls aged 9 to 14, all at a value price.

Aritzia opening October 2011

A vibrant, independent Canadian retailer striving to bring its customers the most sought-after brands with substance. Aritzia was launched by fashion visionary Brian Hill. Under Brian's leadership, Aritzia has successfully launched its own exclusive in-house brands

Forever XXI opening November 2011

Celebrated by many style-conscious and trend-savvy shoppers, Forever XXI has quickly become the source for the most current fashions at the greatest value. Forever XXI is growing quickly, featuring new and exciting store environments, a constant flow of fun and creative clothing designs and the accessories to make your look come together at the right price. A phenomenon in the fashion world, Forever XXI provides shoppers with an unprecedented selection of today's fashions, always changing and always in style.

Zumiez opening August 2011

Zumiez provides cutting-edge clothing, footwear, accessories, DVDs and hard goods for skate and snow for active lifestyles. Everything Zumiez does revolves around the customer—the heart of the company.

Ecko unltd. opening fall 2011

Ecko unltd. has been the leading face of global youth culture since 1993. Rhinos roam the world on the backs of *ecko unltd.'s forward-thinking consumers, and its diverse brands are omnipresent in visual representations of next-generation culture: from music videos and television programs to catwalks, action sports, and video games. The "World Famous Rhino Brand" has expanded to include T-shirts, denim jeans, hoodies, footwear, watches, hats, bags, and more.

CONTINUED

BACKGROUNDER
PAGE 2

Journeys opening October 2011

Journeys is a destination retailer for footwear and accessories for the teen market. With more than 850 stores nationwide, Journeys caters to a diverse, young, hip market in search of footwear that expresses its attitudes and lifestyles. Brands sold at Journeys include: Dr. Martens, Converse, Timberland, Vans, Diesel, DC Shoe and more.

M for Mendocino – A CANADIAN COMPANY opening September 2011

M for Mendocino, Mendocino's little sister, has been created to allow the women of Toronto to experience fast-fashion alongside fabulous finds from branded suppliers. A devoted buying team searches North America for the best deals around, bringing all of the must-have pieces of each season right to you.

Victoria's Secret opening November 2011

The leading specialty retailer of lingerie and beauty products, dominating its field with modern fashion-inspired collections, prestige fragrances and cosmetics, celebrated supermodels and world-famous runway shows.

EYESTAR OPTICAL opening August 2011

Eyestar Optical has the trendiest fashion eye-wear brands in the country. The store focuses on building exceptional lifetime relationships with all customers. Therefore, they won't be 100 per cent satisfied until you are! Eyestar Optical offers a wide variety of products, from designer sunglasses to prescription eye-wear, and our professional opticians and frame stylists are there to cater to your every need.