

For immediate release

Exclusive media open house: Friday, April 29, 5:00 to 7:00 pm

Public grand opening: Saturday, April 30, 11:00 am to 5:00 pm

Please note: Cameras from The Cupcake Girls will be shooting at both events

Hometown girls expand their cupcake empire at Uptown

Victoria, BC April 21, 2011 (www.shopuptown.ca) Hometown girls Heather White and Lori Joyce bring their cupcake empire – and their award-winning television show – to Victoria this month as they open their first Vancouver Island Cupcakes outlet at Uptown, the region's most hotly anticipated mixed-use development.

"We're thrilled to welcome Cupcakes to Uptown," says Uptown General Manager Roberta Ferguson. "After all, who better to supply our city with the perfect sweet treat than our very own, Victoria-born-and-raised Cupcake Girls?"

Cupcakes founders (and best friends since 15) Lori Joyce and Heather White grew up in Cordova Bay and Cadboro Bay, respectively. As teens, they worked in various retail jobs and dreamed of someday owning their own store. That dream came true in April 2002, when they opened their first Cupcakes bakery on Denman Street in Vancouver's West End.

"Bringing our business home is a really great feeling," says Lori. "Cupcakes are about nostalgia and family and fun, and that's what Victoria means to us. We always knew we'd have a store here; it just took us awhile to find the perfect location. Uptown is injecting a whole new life into the city and we're proud to be a part of that."

Documenting the girls on their journey to cupcake fame is their Gemini Award-winning television show, *The Cupcake Girls*. In its second season on the W Network in Canada, the program has "more drama and emotion than most soap operas" (*Globe and Mail*) as it follows the many ups and downs in Lori and Heather's always busy personal and business lives. Produced by Force Four Entertainment, the show airs in 62 countries.

On Saturday, April 30 from 11:00 am to 5:00 pm, Lori and Heather – along with *The Cupcake Girls* camera crew – will celebrate their grand opening at Uptown. Every visitor will receive a free Sweet 16 cupcake in exchange for a donation to the Children's Wish Foundation. All donations will go toward fulfilling the dream of six-year-old Sarai – born prematurely with a collapsed airway – who hopes to travel to New York to meet a young boy with the same condition.

More about Cupcakes:

A popular, retro-styled Vancouver-based retail bakery, Cupcakes specializes in whimsical cupcakes, cakes and other nostalgic baked goods made fresh daily. In its three retail and three franchise bakeries, Cupcakes produces make-from-scratch treats using preservative-free, basic ingredients. For more information, please visit www.originalcupcakes.com.

More about Uptown:

A project of Morguard Investments Limited, Uptown will offer 860,000 square feet of sophisticated open-air shopping along with Class A office space, stylish restaurants and deluxe amenities. The mixed-use urban neighbourhood project began with site preparation in the summer of 2007. Phase 1, including retailers and commercial tenants, continues with openings throughout 2011. Phase 2, now under construction, will include additional retail and commercial space and will open in the summer of 2012. Phase 3, including a possible residential component, is now in the planning stage.

As the region's first mixed-use development designed to LEED (Leadership in Energy and Environmental Design) Neighbourhood Gold standards, Uptown is setting a new bar for sustainable development in Canada. Compact, full of greenspace and imminently walkable, Uptown is using only a fraction of the land of a conventional development. Thoughtfully constructed using recycled, locally sourced and low VOC-emitting materials, Uptown boasts green and high-reflectivity roofs, super-efficient heating and cooling systems and rainwater harvesting systems to minimize environmental impact and maximize resource conservation. Uptown is ideally located at the central hub of Victoria's transit and cycling networks, with connections to the Galloping Goose and Lochside trails.

Confirmed Uptown tenants as of April 21, 2011:

Phase 1 Uptown tenants range from specialty boutiques to well-known, big-name stores; from favourite Victoria hot-spots to new-to-the-Island, highly sought-after brands; from major companies' headquarters to upstart firms' workspaces. In its first phase alone, Uptown retailers are expected to inject sales of \$220 million into the local economy.

Now open:

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The Children's Place

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Cupcakes

Future Shop

Jackpot

Jacob

Megson FitzPatrick Insurance Services

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Mexx & Mexx Kids

Moore's Clothing for Men

Mynx

Optiks International

Qoola Frozen Yogurt Bar

Rogers Wireless

Salon Felice, An Aveda Concept Salon & Spa

Shoppers Drug Mart

Sweet Nancy's

Urban Barn

Walmart

Coming soon:

The Noodle Box

About Morguard Investments Limited:

Morguard Investments Limited is one of Canada's premier real estate investment advisors and management companies representing major institutional and private investors. With more than \$9.2 billion in assets under management, Morguard provides a full range of asset and property management, acquisition, development and leasing services. Morguard's diversified portfolio includes over 40 million square feet of office, industrial, retail, residential and mixed-use properties. Morguard employs more than 950 staff in nine offices across Canada. For additional information, visit www.morguard.com.

Online information:

On our website: www.shopuptown.ca

On Facebook: www.facebook.com/pages/Uptown/348599204623

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