

For immediate release

## **Second Uptown retailer launches with rock band, giveaways**

Victoria, BC June 21, 2010 ([www.shopuptown.ca](http://www.shopuptown.ca)) Uptown – the region’s most hotly anticipated mixed-use development – welcomes its second retailer this weekend. Future Shop will celebrate the grand opening of its 35,000 square foot store – newly relocated and complete with the company’s first musical instrument department in BC – with giveaways, music-related contests, and an appearance by home-grown alternative rock band Hot Hot Heat.

Future Shop’s grand opening festivities will run from Friday, June 25 through Sunday, June 27. Each morning, one customer will win a \$500 shopping spree; the first 100 customers each day will receive Future Shop gift cards of \$5 to \$25. All customers will enjoy door-crasher deals and a chance to win a \$3,000 prize package including a Fender Stratocaster electric guitar. Visitors can also try out interactive displays in the gaming, musical instrument, and home theatre departments and participate in the store’s Ultimate Rock Band and Name That Tune contests. And on Sunday from 2:00 to 3:30 pm, Hot Hot Heat will be on hand to meet fans and sign autographs.

“It’s an exciting weekend to help launch the region’s most exciting mixed-use development,” says Uptown General Manager Roberta Ferguson. “With Future Shop’s first musical instrument department in the province, this store will be special. And it’s the perfect follow-up to our first anchor store opening – an amazing beauty boutique-equipped Shoppers Drug Mart that’s also the first of its kind in the region.”

Alongside Uptown’s anchor stores, the neighbourhood will combine specialty boutiques with well-known, big-name stores; favourite Victoria hot-spots with new-to-the-Island, highly sought-after brands; major companies’ headquarters with upstart firms’ workspaces. In May, BC Assessment became Uptown’s first tenant when it relocated its head office to the site. This week, the BC Crown corporation was joined by Shoppers Drug Mart. This summer will bring other established retailers – including Walmart and Best Buy – and popular regional stores such as Urban Barn. Late summer will see the opening of numerous highly coveted fashion retailers – many, like BCBG Max Azria and Children’s Place, never before located in the region – as well as a selection of Victoria’s hippest independent shops, including SOHO Boutique and Sweet Nancy’s.

### **More about Uptown:**

A project of Morguard Investments Limited, Uptown will offer 1.3 million square feet of sophisticated open-air shopping, Class A office space, stylish restaurants and deluxe amenities – all built around the central thoroughfare of Uptown Boulevard.

Sustainability: As the region’s first mixed-use development designed to LEED (Leadership in Energy and Environmental Design) Neighbourhood Gold standards, Uptown will set a new bar for sustainable mixed-use development in Canada. Compact, full of greenspace and imminently walkable, Uptown will use only a fraction of the land of a conventional development. Thoughtfully constructed using recycled, locally sourced and low VOC-emitting materials, Uptown will boast 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.

Timing: Phase 1, including retailers, commercial tenants and the partially completed Uptown town plaza, will be opening throughout the summer and fall of 2010. Phase 2, a mix of commercial and retail space, will open in 2012. Phase 3, including a possible residential component, is slated for completion in 2013.

Confirmed Uptown tenants, as of June 21, 2010:

BC Assessment  
BCBG Max Azria  
Best Buy  
Candy Cures  
Cascadia Liquor  
The Children's Place  
Consumer Protection BC  
Future Shop  
Jackpot  
Megson Fitzpatrick Insurance Services  
Melanie Lyne  
Mexx  
Moores Clothing for Men  
Salon Felice, An Aveda Concept Salon & Spa  
Shoppers Drug Mart  
SOHO Boutique  
Sweet Nancy's  
Urban Barn  
Walmart

**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](http://www.morguard.com).

**Online information:**

On our website: [www.shopuptown.ca](http://www.shopuptown.ca)

On Facebook: [www.facebook.com/pages/Uptown/348599204623](http://www.facebook.com/pages/Uptown/348599204623)

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