

For immediate release

Luxurious Beauty Boutique marks first Uptown opening.

Victoria, BC June 14, 2010 (www.shopuptown.ca) Uptown – the region’s most hotly anticipated mixed-use development – opens the doors to its first store this week. An expansive, beauty boutique-equipped Shoppers Drug Mart will celebrate its grand opening on Saturday, June 19. Beginning at 8:00 am, visitors will be treated to free make-up consultations, demonstrations and makeovers, prize draws, special giveaways and exclusive Uptown-only grand opening prices.

“We’re thrilled to welcome this stunning new store to Uptown,” says Uptown General Manager Roberta Ferguson. “It’s a Shoppers Drug Mart unlike any you’ve seen before, and it really speaks to what Uptown is all about – an unprecedented lifestyle experience. This big, beautiful store will provide our visitors with all things practical – including 24-hour pharmacy and a post office – and all things fun – including an unbelievable cosmetics department unmatched on Vancouver Island.”

Uptown’s will be the first 24-hour Shoppers Drug Mart on the Island, with pharmacists on duty throughout the day and night. At 16,658 square feet, the store will be more than four times the size of the previous location at the Town & Country Shopping Centre. Along with a wide selection of food, it will feature a luxurious open-concept beauty boutique – Shoppers Drug Mart’s biggest and most impressive on Vancouver Island. The boutique will be stocked with an extensive line of high-end cosmetics and staffed with a team of beauty experts offering consultations and makeovers. In addition to more familiar brands, the boutique will offer prestigious and hard-to-find cosmetics lines including Benefit, Pür Minerals, Guerlain, Cover FX, La Roche-Posay, Bourjois, and Smashbox – a brand unavailable anywhere else in the region. The store will also include a cutting-edge skin-care centre for high-tech skin analysis.

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 residences, 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.

Tenants: Uptown 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. This month, BC Assessment became Uptown's first tenant when it relocated its head office to the site. This summer, the BC Crown corporation will be joined by established retailers – including Walmart, Best Buy, Shoppers Drug Mart and Future Shop – and popular regional stores such as Urban Barn. Late summer will bring numerous highly coveted, fashion-forward retailers – many, like BCBG Max Azria, never before located in the region – as well as a selection of Victoria's hippest independent shops, including SOHO Boutique and Sweet Nancy's.

Confirmed Uptown tenants, as of June 14, 2010: updates?

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.

Online information:

On our website: www.shopuptown.ca

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

Media contact:

Susan Kerschbaumer

e. susankerschbaumer@yahoo.com

p. 250.217.5074