

For immediate release

Luxurious salon-spa opens at Uptown

Victoria, BC November 30, 2010 (www.shopuptown.ca) The sumptuous Salon Felice, An Aveda Concept Salon & Spa, is now open at Uptown, the region's most highly anticipated mixed-use development.

Owner Felice Iorio has created a stunning retreat complete with glistening chandeliers, soothing water features and Italian fixtures. "It's a place where guests can get away from their everyday stresses," says Felice. "There's no nicer salon-spa in the region."

Salon Felice will offer a full range of aesthetic services: massage, hair cut and colour, waxing, manicure, pedicure and make-up application, as well as a teeth whitening procedure new to the industry. Customers can sip Aveda teas and specialty coffees while relaxing before a treatment or while browsing the full selection of Aveda makeup, skincare and haircare products.

A Vancouver Island native with 25 years in the business, Felice currently owns two other salons – one in Nanaimo, the other in Broadmead; he has been involved with Aveda for 12 years.

Aveda's corporate mission, Felice says, dovetails nicely with Uptown's; with Aveda's focus on environmental stewardship, working with indigenous tribes and producing only plant-based products, the company is a natural fit with Uptown's commitment to sustainability. Felice has extended this healthy focus into every aspect of the spa, from his exclusive use of LED lights to his displays of gorgeous hanging crystals meant to emanate positive energy.

Salon Felice is open seven days a week. To book an appointment, phone 250-727-0766.

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. The \$350 million project began with site preparation in the summer of 2007. Phase 1, including retailers, commercial tenants and the partially completed Uptown town plaza, continues with openings throughout 2010. Phase 2, a mix of commercial and retail space, is currently underway and will open in 2012. Phase 3, including a possible residential component, is slated for completion in 2013.

Sustainability: 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 mixed-use 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.

Tenants: Phase 1 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.

Confirmed Uptown tenants as of November 30, 2010:

Now open:

BC Assessment

BCBGMAXAZRIA

Best Buy

Candy Cures

The Children's Place

Consumer Protection BC

Future Shop

Megson FitzPatrick Insurance Services

Melanie Lyne

Mexx & Mexx Kids

Moore's Clothing for Men

Qoola Frozen Yogurt Bar

Salon Felice, An Aveda Concept Salon & Spa

Shoppers Drug Mart

Urban Barn

Walmart

Coming soon:

Cupcakes

Jackpot

Jacob

The Noodle Box

Optiks

Rogers Wireless

SOHO Boutique

Sweet Nancy's

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.

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