

**EVENTS CALENDAR**

**ON THE OCCASION OF THE OFFICIAL OPENING OF  
PHASE I OF QUARTIER DIX30**

**FROM SEPTEMBER 14 TO 17, 2006**

**PRESENTED BY**

**DEVIMCO INC. REAL ESTATE DEVELOPMENT FIRM**

**AND**

**RIOCAN REAL ESTATE INVESTMENT TRUST**

- **Thursday, September 14, from 6 p.m. to 9 p.m.**  
**La relève québécoise**  
Musical variety show performed by the new artists from Quebec.
- **Friday, September 15, from 6:30 p.m. to 9 p.m.**  
**The 7 Fingers**  
Very colourful multi-media contemporary circus show performed by *The 7 Fingers*, acclaimed in France, New Zealand, Australia, Japan, Switzerland and Mexico.
- **Saturday, September 16, from 12 p.m. to 3 p.m.**  
**Music from the four corners of the world**  
Various musical sets from all over the world.
- **Sunday, September 17, from 12 p.m. to 3 p.m.**  
**Family Festival**
  - ❖ Special afternoon of fun for the whole family!
  - ❖ Activities, circus workshops, games, clowns and more.
- In the event of rain, all shows will take place on the main stage.

**DEVIMCO INC.**

**REAL ESTATE DEVELOPMENT FIRM**

**PROFILE**

Devimco Inc. is a commercial real estate development company. Founded in 1998, the firm enjoys the financial support of several institutional investors including the Fonds de pension de la STM (Société de Transport de Montréal), the Fonds de pension de la Ville de Québec, the Riocan Real Estate Investment Fund and the BB Real Estate Investment Fund.

Devimco Inc. has pioneered in Quebec the development of mega-centres based on the American model of open air centres. In Quebec city, Devimco realizations include the Lebourgneuf Mega-Centre (intersection of Highway 40 and 73), and those of Duplessis (intersection of Highway 40 and Duplessis Boulevard) and Beauport (along Highway 40). In the Montreal region, Devimco is behind the Notre-Dame Mega-Centre, in Laval (Highway 13) and the soon-to-be Quartier DIX30, Urban Lifestyle Centre in Brossard (intersection of autoroutes 10 and 30). All these projects represent a global investment of 500 million dollars.

Devimco is directed by co-presidents Serge Goulet and Jean-François Breton. Mr. Breton also manages the Fonds de placement immobilier BB established by the Bombardier-Beaudoin family in 1998.

The Fonds de placement immobilier BB (25%), the Société de transport de Montréal Employees Pension Fund (15%), and the City of Québec Employees Pension Fund (10%) are jointly 50% owners of Quartier DIX30 whereas RioCan Real Estate Investment Trust is the shareholder of the remaining shares.

Devimco is responsible for the project development. The latter has also set up the above-mentioned financial partnership.

Riocan Real Estate Investment Trust will be in charge of the site management.

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Source and Information:

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**RIOCAN REAL ESTATE INVESTMENT TRUST  
PROFILE**

RioCan Real Estate Investment Trust is Canada's largest retail landlord and dominant "urban retail" REIT with 199 retail properties, including 8 under development, positioned in high-density locations from coast-to-coast. Its strategies are focused on the ownership, management and development of premium quality properties in the country's strongest markets including Calgary, Edmonton, Montreal, Ottawa, Toronto and Vancouver. With a total market capitalization of over \$7 billion, the portfolio offers over 50.5 million square feet of prime retail real estate. RioCan's purpose is to deliver to its unitholders stable and reliable cash distributions, which continuously increase over time.

"As Canada's largest landlord of neighborhood shopping centres, and a leader in developing new format centres, RioCan owns and operates some of the most magnetic shopping destinations for Canadian consumers", stated Mr. Edward Sonshine, Q.C., President and CEO of RioCan Real Estate Investment Trust. The latter joined the company in 1993 as the total value of the company's immovable capital assets had reached \$100 million.

With over a billion dollars at cost of on-going developments, project activities are robust as RioCan continues to focus on its development program. Approximately 6.6 million square feet of retail space, of which RioCan's interest is approximately 3.3 million square feet, is scheduled to be completed over the next eighteen months. In addition to the 6.6 million square feet of current developments, an additional 1.6 million square feet is in the development pipeline.

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**LIST OF STORES, BOUTIQUES AND RESTAURANTS  
OPEN TO THE PUBLIC ON SEPTEMBER 14, 2006**

**Stores and Boutiques**

A.T.Laoun	Dormez-vous	Pier 1 Imports
Addition Elle	Dynamite	Reitmans
Aldo	Entrepôt du Cadre	Roots
Aqua	Espace Bell	RW & CO
Atelier Toutou	Essence du Papier	San Francisco
Bentley	Freedom	Smart Set
Bijouterie Lavigueur	Greiche & Scaff	Sony
Bizou	Hockey Expert	Sports Experts
Blü	HomeSense	Stokes
Bombay & Bombay Kids	Indigo	Structube
Bouclair	Jacob	Suzy Shier
Browns	La Cure Gourmande	Telus
Buffalo	La Source	Terra Nostra
Centre Hi-Fi	La Vie en Rose	Tommy Hilfiger
Chatters	Le Château	Trade Secrets
Children's Place	Le Grenier	Tristan & America
Clair de Lune	Le Rouet	West Coast
Claire France	Limité	Winners
Costa Blanca	Marie-Claire	Yellow
Dans un jardin	Mexx	Z'axe
Dollorama	Miss Teen	
	Nevada Bob's Golf	

**Restaurants, Bars and Lounges**

Cumulus	Quizno's
La Cage aux Sports	Subway
Presse Café	Zibo

**Banking Services**

Scotiabank	TD Canada Trust
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**Entertainment**

Cinéplex Odeon (14 theatres)

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**Official Opening of the \$150-Million Phase I of Quartier DIX30!  
Additional Phase of Development Scheduled for Spring 2007**

Brossard– Today is “the” day that Devimco Inc. Real Estate Development Firm and RioCan Real Estate Investment Trust will officially open Phase I of Quartier DIX30, Urban Lifestyle Centre. A total of 78 stores, boutiques and restaurants will open the 2 million square feet of retail space to the public. “After its completion in 2007, Quartier DIX30 will be Canada’s largest Lifestyle Centre in terms of surface area and will represent an approximate \$500-million global investment venture,” underlines Mr. Jean-François Breton, Co-President of Devimco Inc. This brand new commercial concept represents the trend of the future, mainly because it enables people to have all their needs met in one location. Quartier DIX30, Urban Lifestyle Centre, is located in Brossard, at the intersection of Highways 10 and 30.

In total, close to 1,000 jobs will be created during the actual construction period, but it is estimated that, by project completion in 2007, the various components that make up Quartier DIX30 will result in the creation of approximately 2,500 jobs. During Phase I, approximately 1,000 employees will work in the stores, boutiques and restaurants.

**Additional Phase Scheduled For Spring 2007**

Three phases had initially been planned for this project, which gained instant success. Even before its official opening, almost all its commercial premises had occupants. “Due to the fact that its rental rate exceeded 90%, demand quickly caught up with supply. Consequently, we planned a fourth phase to meet the ever-increasing demands. Phase IV will enable Quartier DIX30 to become a major commercial hub in the province of Quebec, mostly in the suburbs of Montreal,” states Mr. Serge Goulet, Co-President of Devimco. Phase IV will consist of a certain number of restaurants, as well as 50 new stores and boutiques. Moreover, construction of residential and commercial condominiums is presently being considered. Construction of the additional Phase near Highway 10 will start in spring 2007.

# QUARTIER DIX30

milieu de vie urbain

## **Financial Partners**

The Fonds de placement immobilier BB (25%), the Société de transport de Montréal Employees Pension Fund (15%), and the City of Québec Employees Pension Fund (10%) are jointly 50% owners of Quartier DIX30 whereas RioCan Real Estate Investment Trust is the shareholder of the remaining shares. Devimco is responsible for the project development. The latter has also set up the above-mentioned financial partnership. RioCan Real Estate Investment Trust will be in charge of the site management.

Devimco Inc. has pioneered in Quebec the development of mega-centres based on the American model of open air centres. These projects represent a global investment of \$ 500 million. "Our main priority was to create a unique and far-reaching project that would live up to the most beautiful North-American centres," reveal Mr. Serge Goulet and Mr. Jean-François Breton.

As Canada's largest landlord of neighbourhood shopping centres, and leader in new-format centre development, RioCan owns and operates some of the most magnetic *shopping destinations* for Canadian consumers. "Quartier DIX30 is without any doubt our most innovative project and we are proud to be in charge of its management following Devimco's successful initiative," discloses Mr. Edward Sonshine, Q.C., President and CEO of RioCan Real Estate Investment Trust.

The City has spared no effort to welcome Quartier DIX30, Urban Lifestyle Centre. Brossard will have its very own downtown. The project meets the need for a super-regional commercial centre for the western sector of the South-Shore. "The city, a first-rate partner, is very involved in the project. It will invest close to \$65 million for the construction of two new boulevards and the opening of two new access ramps off of Highways 10 and 30," explains Mr. Serge Goulet.

## **Very Trendy Stores, Boutiques and Restaurants**

The \$150 million Phase I project includes 78 stores, boutiques and restaurants. Indigo will open an all new concept of store focused on Canadian artists and Sports Experts will introduce its two brand-new specialized banners, namely Nevada Bob's Golf and Hockey Expert. Six family restaurants and 12 medium-sized department stores, including Winners and HomeSense, form part of Phase I. Cinéplex Odéon has already opened its doors to the public, thus becoming the most modern and sophisticated movie theatre in the South-Shore of Montreal. Phase II, scheduled for opening in March 2007, will consist of 40 stores and boutiques. Phase III with its hotel and theatre, among others, will officially open in September 2007.

# QUARTIER DIX30

milieu de vie urbain

Quartier DIX30 is based on the *Lifestyle Centre* model as its designers have stepped outside conventional boundaries to create a brand-new concept. "Our main objective was to create an urban lifestyle concept, built on a human scale, which focuses on beauty, green spaces, quality of life, and great diversity on a commercial level," concludes Mr. Jean-François Breton. Upon completion in 2007, Quartier DIX30, Urban Lifestyle Centre, will have a 900-seat ultramodern concert hall, a boutique-hotel, a spa, a gym, as well as over 140 stores and services.

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