



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Halifax Shopping Centre Launches \$70 million Redevelopment

Halifax, Nova Scotia – Halifax Shopping Centre confirmed today that it will be initiating a \$70 million development project that will further transform the property into a vibrant urban retail centre, establishing Halifax Shopping Centre as the fashion destination of Atlantic Canada.

The innovative redevelopment will enhance the customer experience through the introduction of approximately 75,000 square feet of new retail space, a RELOCATED FOOD COURT, and design upgrades throughout the Centre.

A new entrance to the Centre, located on the west side of the property, will open to an additional lower level featuring a new sleek, contemporary FOOD COURT. Floor to ceiling glass will illuminate the area with natural light creating an elevated dining experience with a wider selection of food purveyors and seating options. A natural gas fireplace flanked by soft seating and a 1,000 square foot OPEN-AIR PATIO will provide customers a unique atmosphere to dine and socialize. A NURSING LOUNGE and NEW WASHROOMS will also enhance food court amenities.

Conversion of one of the office towers to over 45,000 square feet of retail space will showcase new-to-market aspirational brands that will be dramatized by “the largest flat glass structural skylight in Eastern Canada,” says Chris Brown of MMC Architects. The 14,000 square foot skylight will enclose two-level retail stores creating an open air streetscape shopping experience. Installation of a new ceiling and conversion to LED lighting in the common areas will advance both design and sustainability of the Centre.

“Halifax and the broader regional marketplace has thoroughly embraced recent retail additions to Halifax Shopping Centre and have sent us a very strong message that they are ready for a world class retail experience,” says Blaise Morrison, Centre Manager.

In recent years, the Shopping Centre has attracted a number of unique, high-quality, new-to-market retailers including Apple, Coach, Fossil, Hollister, Michael Kors, Sephora, and Victoria’s Secret. The Centre, as a result, has enjoyed unprecedented sales increases surpassing \$700 spsf in 2013, ranking Halifax Shopping Centre as one of the top performing centres in Canada.

“We’re excited to make a commitment to this project so that we can continue to grow and invest in the ultimate retail experience for our tenants and customers,” says Morrison. Property manager, 20 VIC Management Inc., has hired one of Canada’s leading architectural firms MMC International Architects, award winning retail design firm GH+A Interior Design, and Ellis Don Atlantic Contractors. Work will begin this month on the project and will be completed in the fall of 2016.

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About 20 VIC Management Inc. :

20 VIC Management Inc. specializes in managing, leasing, and developing prime retail, office and industrial properties across Canada. 20 VIC’s seasoned professionals are committed to creating substantial value for its high profile stakeholders.

About Halifax Shopping Centre and Halifax Shopping Centre Annex:

Halifax Shopping Centre and Halifax Shopping Centre Annex offer a combined GLA of 1,065,417 square feet, with over 170 shops and services mixing both traditional and big box retail. Recently noted as one of the top 15 shopping centers in Canada by Flare Magazine, it is Atlantic Canada’s retail destination.

For more information, please contact:

Halifax Shopping Centre

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Pretty GREAT THINGS COMING.



Additional entrance will feature 72 ft. of glazing.
*conceptual image



New food court to include exterior patio and natural gas fireplace. *conceptual image



14,000 sq. ft. skylight will create open air streetscape atmosphere.
*conceptual image

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