



## **New Premium Outlets Montreal® Shopping Brings Designer and Lifestyle Brands to the Montreal Area**

October 30, 2014

### **Grand Opening Celebration starts October 30, welcomes Montreal area residents and visitors to new shopping destination in Mirabel with special events**

MIRABEL, Quebec, Oct. 30, 2014 /PRNewswire/ -- Simon, a global leader in retail real estate and SmartCentres, a private Canadian developer and Calloway REIT announced today the opening of Premium Outlets Montreal®, bringing some of the world's most recognized and popular design and lifestyle brands to the greater Montreal area.

Featuring designer and lifestyle brands, the new centre has more than 80 outlet stores offering savings of 25 to 65 percent every day. Many of these new outlet stores are unique to the Montreal metro area, including Michael Kors, Max Mara, The Hudson Bay Outlet, Desigual, Vans and many more. Shoppers at Premium Outlets Montreal will also find popular brands such as Calvin Klein, David's Tea, Levi's, Polo Ralph Lauren, Puma, Rudsak, Sarah Pacini, The Cosmetics Company Store, Coach, Jack and Jones, Bench and Hugo Boss.

"Premium Outlets Montreal is our second retail property in Canada after launching the highly successful Toronto Premium Outlets in August 2013," said Mark Silvestri, Chief Operating Officer of Simon Premium Outlets. "Premium Outlets Montreal also brings a positive economic impact to the Montreal metropolitan area with more than 500 construction-related jobs and 800 permanent and part-time positions created."

"The City of Mirabel is extremely proud to welcome internationally renowned Premium Outlets Montreal," declared Mirabel Mayor Mr. Jean Bouchard. He added that this mega-centre will contribute to the economic development of Mirabel and the region of the Lower Laurentians and meet the needs of numerous consumers, offering them top quality products. "Premium Outlets Montreal can depend on the full collaboration of the Town of Mirabel and all the resources at its disposal, just as has been the case since the inception of this project," he concluded. "It has been a pleasure to work once again with such an outstanding organization as Simon to bring the second Premium Outlets centre in Canada to the Montreal community. We look forward to building out the 75 adjacent acres to bring an additional 74,322 square metres (800,000 square feet) of retail and creating hundreds of new jobs for the area residents," said Mitchell Goldhar, President and Chief Executive Officer for SmartCentres.

"Calloway's investment in Premium Outlets Montreal is consistent with our vision to provide value-oriented shopping for Canadian consumers," said Huw Thomas, Chief Executive Officer of Calloway. "We wish to thank the town of Mirabel for working so collaboratively with us to ensure a successful Grand Opening for our tenants and shoppers."

The centre offers 34,049 square meters (360,000 square feet) of retail and is accessible by taking Exit 28 of the Highway 15 in Mirabel, Quebec. For more information on the Grand Opening Celebration events occurring October 30 to November 2, visit the Premium Outlets Montreal website at [premiumoutlets.com/Montreal](http://premiumoutlets.com/Montreal) or search #POMTLGO on Twitter.

#### **About Simon Premium Outlets®**

The global Simon Premium Outlets portfolio offers exceptional brands at extraordinary savings through a diverse mix of luxury, designer and popular retailers representing the best in fashion, family and home. Our 84 Simon Premium Outlets in the United States, Puerto Rico, Canada, Japan, Malaysia, Mexico and South Korea are some of the most iconic and productive shopping destinations for residents and travelers including Woodbury Common (New York City), Orlando, Desert Hills (Palm Springs), Las Vegas and Wrentham Village Premium Outlets (Boston). For more information visit [premiumoutlets.com](http://premiumoutlets.com) or follow Premium Outlets on Facebook, Twitter, Instagram and Pinterest.

#### **About Simon**

Simon is a global leader in retail real estate ownership, management and development and a S&P100 company (Simon Property Group, NYSE: SPG). Our industry-leading retail properties and investments across North America, Europe and Asia provide shopping experiences for millions of consumers every day and generate billions in annual retail sales. For more information, visit [simon.com](http://simon.com).

#### **About Calloway**

Calloway is one of Canada's largest real estate investment trusts with total assets of approximately \$7 billion. It owns and manages approximately 27 million square feet in 125 value-oriented retail centres having the strongest national and regional retailers, as well as strong neighbourhood merchants. Calloway's vision is to provide a value-oriented shopping experience to Canadian consumers. For more information on Calloway, visit [www.callowayreit.com](http://www.callowayreit.com).

#### **About SmartCentres**

SmartCentres is Canada's largest developer and operator of unenclosed shopping centres. SmartCentres has developed over 50 million square feet in 250 shopping centres. SmartCentres operates in over 100 communities, including every major market in Canada, and all provinces. SmartCentres is committed to the creation of centres designed for the income and lifestyle of all Canadians. For more information on SmartCentres, visit <http://www.smartcentres.com>.

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For more information: Marie-Helene Grenier, MO:PR, (514) 397-1703, [mhelene@mopr.ca](mailto:mhelene@mopr.ca), Les Morris, Simon, (317) 263-7711, [lmorris@simon.com](mailto:lmorris@simon.com)