

PRESS RELEASE
FOR IMMEDIATE RELEASE
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Square One Shopping Centre wins global branding award.

Mississauga's Square One Shopping Centre came away a winner at the International Council of Shopping Centres Conference on April 1st, 2009. Competing against shopping centres from around the world, Square One's BE THE ONE marketing campaign was awarded a MAXI Silver for Brand Integration; making it the second year in a row the campaign has been recognized.

"This is such an exciting win for us" says Linda Keen-Lausberg, Director of Marketing for Square One. "Our focus was to move BE THE ONE beyond advertising into in-mall communications, leasing initiatives and events. As an integrated campaign, it really shone among some very strong competition".

The MAXI Awards is an international marketing competition that recognizes excellence in shopping centre marketing. Awarded every year since 1972, the MAXIs go to those shopping centres that have designed and implemented the most successful marketing programs during the previous year. Winners have to be able to clearly document substantial impact on the shopping centre and demonstrate measurable results through effective, efficient and creative use of all available resources.

"It was extraordinary," adds Liz Falconer, President of Brees Communications, Square One's advertising agency. "To be honoured and considered among the best in this category is amazing. It proves that the power of a great idea knows no boundaries".

Brees Communications handles all of Square One's advertising. Public Relations for the centre is done by Fruitman Communications Group Inc.

Square One is located in Mississauga's city centre. Brees Communications Inc. is a Toronto-based advertising agency that provides clients with a unique task-force service model.

Linda Keen-Lausberg at the MAXI awards in Hollywood, Florida:
<http://squareone.breescommunications.com/press/maxiaward/index.html>

For more information, please contact Sarah Bromley at Brees Communications 416.922.8115 or visit www.breescommunications.ca.

Public information: www.shopsquareone.com

Square One Shopping Centre, which is managed by Oxford Properties Group, is located at Hwy. 403 and Hurontario Street in Mississauga and has just completed a \$45 million retail renovation. The dramatic renovations have resulted in a fashion-forward interior

design that offers customers a cosmopolitan and vibrant shopping experience. Square One Shopping Centre offers over 1.6 million square feet of prime retail space, which translates into more than 300 of the most recognizable brand names.