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FOR IMMEDIATE RELEASE

**VAUGHAN MILLS CENTRE AWARDED BY THE
INTERNATIONAL COUNCIL OF SHOPPING CENTERS**

NEW YORK (April 2, 2009) – Vaughn Mills of Vaughan, Ontario was recognized for marketing excellence by the 38th annual MAXI Awards program of the International Council of Shopping Centers (ICSC).

Vaughan Mills won a MAXI Silver award in the Visual Merchandising Category at a ceremony held on Wednesday, April 1, 2009 at the ICSC Inaugural Fusion Conference in Hollywood, Fla. This year's winners were selected from a field of 358 entries from 32 countries, with 102 finalists in the MAXI Awards competition.

Vaughan Mills recognized an opportunity to enhance its productivity and merchandising mix during the busy 2008 Holiday Season by retaining a Specialty Food tenant, Kurtz Culinary Creations, to occupy an in-line store. To increase sales and productivity, it was essential to appeal to both the centres affluent trade area and tourist market. Creative merchandising and presentation were key components due to the centres prominent location and close proximity to unique Specialty Food Retailers. By adding Kurtz Culinary Creations, category sales volume increased by 18% while Sales PSF realized a 21.4% increase over year before.

Sponsors of this year's MAXI Awards program were: The Cadillac Fairview Corporation Limited, STAK Design Inc., StoreFinancial, Becker/egRetail, Ivanhoe Cambridge, Panzano & Partners, L.L.C., American Kiosk Management, Alexander Babbage, Macerich, Signature Premium Ideas, Spirit Halloween Superstores, SolarEx, Cherry Hill Photo Enterprises, Inc., Developers Diversified, Inland Western Retail Real Estate Trust, Inc., Able Engineering Services, Derse and The Millard Group, Inc.

The ICSC MAXI Awards program was established in 1972 to recognize the best in shopping center marketing. Judging for the MAXI Award winners is done by a panel composed of shopping center industry marketing experts.

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 70,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials.

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