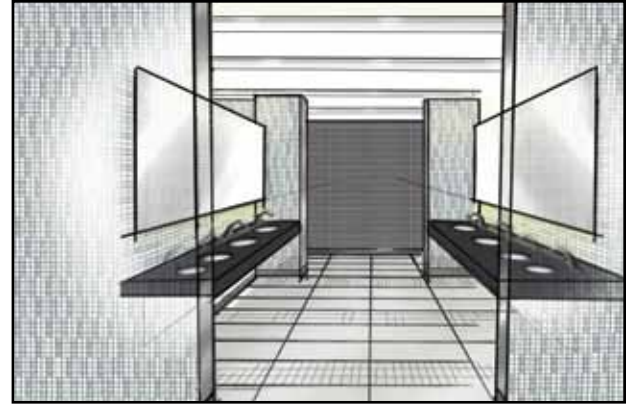


renew



*the*  
**PENCENTRE**





A RENOVATION REFLECTING NIAGARA'S UNIQUE CULTURE





## PRESS RELEASE

John Bragagnolo, Manager of the Pen Centre, announced today that Niagara's biggest shopping centre is undergoing a \$13-million transformation this year to create a greener, brighter, refreshed shopping experience.

Construction will start immediately for the redesign which is inspired by the Niagara Region's landscape, especially its vineyards, parks, gardens and nature trails. The soft colour palette that shoppers will be experiencing is reminiscent of St. Catharines' scenery and evokes a sense of nature, comfort and simplicity.

"The design focus of the renovation will meet the Canada Green Building Council LEED-CI designation," said John Bragagnolo. "Our aim is to ensure that the shopping centre provides the best shopping experience with the least environmental impact possible."

Significantly improved natural light with three new skylights, brighter energy efficient lighting throughout, improved air circulation, new washroom facilities with all hands free energy efficient amenities and hot water on demand system, and new recycling stations including organic waste, complete the enviro-upgrades that are not only green, but will give shoppers a brighter, fresher experience.

All new entrance ways, mall director boards, and a newly designed Guest Services desk with wheelchair accessible counter, add to slimmer design columns to improve site lines, and an entirely resurfaced modern floor tile and design, and a new ceiling with cove lighting, combine to transform the mall's ambiance and shopping experience.

## For Immediate Release

New soft seating throughout the mall and a completely redesigned, larger food court with new modern seating and stool height counters crown off the renovations.

Combined with the mall's transformation, Bragagnolo announced a new partnership between the Pen Centre and Habitat for Humanity. This collaboration will see all salvageable material from the renovation donated to Habitat Niagara to be reused in Habitat homes throughout the region.

"Shopping malls like the Pen Centre need to stay current, so a lot of the fixtures and building materials Habitat Niagara will be getting are really in tremendous shape," said John Bragagnolo. "We couldn't be happier that a lot of this material will be used again. It fits well with our commitment to the community and to the environment."

The full-scale remodeling of all the public spaces in the mall is the first major renovation to the interior of the Pen Centre since the 1994 expansion that brought 70 new stores to the mall. In 2002, the Eaton's wing of the mall was adapted to the present day Winner's entrance and in 2005, the 50,000 square foot retail plaza in the southeast corner of the shopping centre's parking lot was added.

Contact: Rick Woodward  
Marketing Director  
905-704-4159



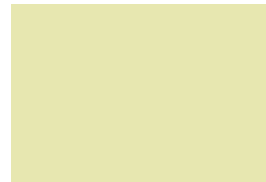
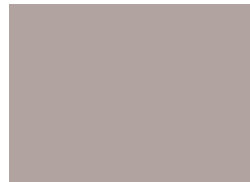
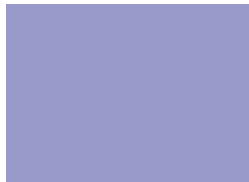
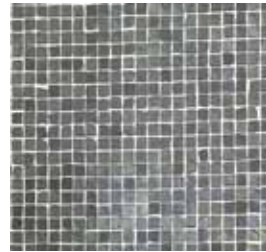
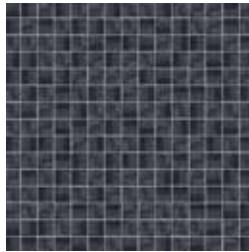
Sleek soft seating with overhead design elements



Reskinned columns, highly defined lighting and organic architectural



Skylights transformed into design features



## DESIGN PHILOSOPHY

The renovation concept at Pen Centre is inspired by the Niagara Region's landscape, namely its vineyards and the abundance of parks, gardens and nature trails in "The Garden City." While bringing the outdoors in, natural daylight will be increased with the addition of new skylights in the mall corridors which were previously dark. A soft colour palette reminiscent of

St. Catharine's scenery evokes a sense of nature, comfort, and simplicity. Playful graphic expressions of stylized vineyard motifs throughout the shopping centre will be subtle references to the region's renowned wine industry. The updated image of the centre will be a welcome evolution towards a contemporary family-oriented shopping experience.



GHA Design Studios



## A NEW ERA FOR A NIAGARA TRADITION

The Pen Centre has been at the heart of retailing since 1958. In 1966, the Pen Centre was taken to a whole new level with a major addition that ranked it the fourth largest shopping centre in Canada. Over the next five ensuing decades, many more expansions, redevelopments and renovations continued to position the Pen Centre at the forefront of retailing in Niagara.

Currently sitting on 62 acres of land at Highway 406, it is centrally located within the Niagara Region and is a major public transit hub. The Pen Centre showcases many exclusive retailers, established anchors and popular big and small box stores, national brands, restaurants, and entertainment facilities.

The Pen Centre, as part of the 20 Vic portfolio, has been recognized for its management excellence. The BOMA Go Green Plus designation is a testament to the environmental stewardship of the centre. A close working relationship with all levels of government has reinforced its role within the community.

Now in 2011, the Pen Centre is poised for its next landmark transformation. The proposed renovation of the centre's common area along with contemporary new pylon signage, and entrances, will usher in a modern, visual landscape. Redesigned flooring, ceiling detail, skylights, interior lighting, food court, and restrooms will solidify and strengthen the customer's shopping experience, and position the Pen Centre as Niagara's finest shopping destination.



**CHANGE IS A BEAUTIFUL THING**

**CHANGE IS A BEAUTIFUL THING**

**CHANGE IS A BEAUTIFUL THING**

**CHANGE IS A BEAUTIFUL THING**  
**CHANGE IS A BEAUTIFUL THING**

**CHANGE IS A BEAUTIFUL THING**

**CHANGE IS A BEAUTIFUL THING**

## CHANGE IS A BEAUTIFUL THING

The Pen Centre is about to launch its exciting renovation brand campaign. The strategy includes blanketing the Niagara market with colourful renovation graphics, that will herald the next generation of the Pen Centre.

Playing off the tagline “Change is a Beautiful Thing,” consumers will enjoy the promise of a newer, fresher Pen Centre. The creative concept features a series of popular consumer merchandise morphed into images of recognizable construction tools. The featured image is an iconic construction hat adorned with a pair of designer sunglasses. These unique compilations connect with consumers and transform the renovation into a colourful and fun experience, successfully closing the gap between shopping and construction.

The inspiring and innovative campaign will be used in a wide variety of media, and will brighten the Niagara landscape. Messaging will be featured in a powerful social media campaign and strategic buys in out-of-home. A full bus wrap will showcase the graphics throughout the community for the renovation period, serving as a dynamic moving billboard.

This exciting and clever campaign will reinforce and support Pen Centre’s leadership role in the Niagara market.



## PEN CENTRE MANAGEMENT TEAM



**JOHN BRAGAGNOLO**  
Centre Manager

A handwritten signature in black ink that reads "J. Bragagnolo".



**RICK WOODWARD**  
Marketing Director

A handwritten signature in black ink that reads "R. Woodward".



**NORBERT GAUDETTE**  
Operations Manager

A handwritten signature in black ink that reads "Norbert Gaudette".



**MICHAEL REID**  
Security Manager and  
Specialty Leasing Manager

A handwritten signature in black ink that reads "Michael C. Reid".

*the*  
**PENCENTRE**  
THEPENCENTRE.COM