

## **FOR IMMEDIATE RELEASE**

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### **CROMBIE REIT KICKS OFF AVALON MALL REDEVELOPMENT**

St. John's, NL – Crombie Real Estate Investment Trust (“Crombie”) has launched a three year capital investment program to enhance Avalon Mall's position as the dominant enclosed mall in Newfoundland and Labrador. Upgrades will enable Avalon Mall to continue to improve tenant mix and increase sales per square foot. The \$54.5 million Phase I project coincides with Avalon Mall's 50<sup>th</sup> Anniversary, and began in April with construction of a four-level, 875 space parking structure. The project will include a redesign and realignment of Kenmount Road vehicular access, and the redesign and phased renovation of the centre's interior common areas, entrances and exterior facade beginning later this year.

All interior common areas will be transformed with contemporary porcelain tile, acoustic ceiling tiles, and wooden seating. Lighting will be updated to LED linear and recessed downlight fixtures. Natural light will be in abundance, as plans include a clerestory to replace existing skylights. Additional features designed to create an exciting and engaging visitor experience will be finalized and shared later this year.

Work will begin on the food court early in 2018, which will receive the same lighting, ceiling, and tile treatments as centre court, corridors, and atriums. While it is too early to discuss new retailers or food court vendors, a new store front design criteria will be implemented during the project that will align with the centre's modern and simplified new look.

Donna Vincent, Marketing Manager at Avalon Mall, believes that these changes will enhance the customer experience when visiting the centre. “We're grateful for the support our customers have shown us over the past 50 years, and we're really looking forward to sharing a new and improved Avalon Mall with them,” says Vincent.

Crombie is also planning for the redevelopment of an abutting property on Kenmount Road that was purchased in 2012. This redevelopment will improve two aging buildings with new retail space with modern design, provide additional parking, and integrate the redeveloped property with Avalon Mall by significantly improving vehicular and pedestrian connectivity between the two properties.

Avalon Mall is a two-level enclosed regional shopping centre located in St. John's, Newfoundland and Labrador. It is the largest enclosed shopping mall in Newfoundland and Labrador at approximately 564,000 square feet of GLA, and is owned and managed by Crombie REIT. For more information on Avalon Mall and their 50<sup>th</sup> Anniversary events and celebrations, visit [shopavalonmall.com](http://shopavalonmall.com).



## **About Crombie REIT**

Crombie Real Estate Investment Trust is an open-ended real estate investment trust that currently owns a portfolio of 281 retail and office properties across Canada, comprising approximately 19.1 million square feet. 13 of these properties are located in Newfoundland and Labrador. Crombie's units trade on the Toronto Stock Exchange (TSX) under the symbol CRR.UN. More information about Crombie can be found at [www.crombie.ca](http://www.crombie.ca).

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