



NEWS RELEASE

FOR IMMEDIATE RELEASE

A united effort organized by SOS Vélo and The Montreal Eaton Centre.
Collection of used bikes in the heart of downtown Montreal!

Montreal, May 12, 2010 – The Montreal Eaton Centre is proud to partner with **SOS Vélo**, an organization that promotes job integration, through the collection and recycling of used bicycles.

On Friday May 14 and 28, from 8 a.m. to 10 a.m., **SOS Vélo** invites all Montrealers to bring their old bicycles to the Montreal Eaton Centre, at the Sainte-Catherine street entrance. Under the theme *Recycling Together*, the bike drive aims to blend fun and purpose. Each donor will leave with an instant prize, and all names will be entered in the draw to win one of 15 Écovélo bikes from **SOS Vélo**.

A mini exposition on a large organization

Bike lovers and everyone else can find out more about **SOS Vélo** by visiting a mini exposition installed in The Montreal Eaton Centre's Centre Court. Visitors learn that **SOS Vélo** receives almost 5,000 donated bicycles each year. All those bicycles keep 100 employees-in-training, busy as they refurbish them as an Écovélo bicycle. Used bicycles can be donated by bringing them to the **SOS Vélo** Boutique located at 2085 rue Bennett in Montreal. People can also contact the organization at 514-251-8803 and **SOS Vélo** will gladly come and pick up the bike, Mondays to Thursdays.

Bicycles given a place at The Montreal Eaton Centre

A special space in the underground parking lot, accessible by the parking entrance on McGill College, has been reserved for bicycles. This is good news for the increasing number of cyclists, who are turning to this urban mode of transportation. They can now ride to work and leave their bicycle in a safe, interior environment, and that for a modest fee.

About SOS Vélo

SOS Vélo is a non-profit organization whose primary and main mission is the professional and social integration of adults in difficulty, into society. Its philosophy is to welcome adults who are underprivileged or at a disadvantage in the workforce, due to their precarious situation, weak education or lack of work experience. Offering them a real work environment, the collection and recycling of bicycles, **SOS Vélo** provides social and professional training, taking charge of the employee and encouraging the permanent integration into the workforce.

About The Montreal Eaton Centre

Located in the heart of downtown Montreal, at the corner of Ste-Catherine Street and McGill College, The Montreal Eaton Centre welcomes more than 26 million visitors per year. The Montreal Eaton Centre is home to 175 boutiques, services, restaurants and the largest free Internet zone downtown. The Montreal Eaton Centre is situated in the hub of the 32 km underground network that links several interior boutiques and commercial galleries. The Montreal Eaton Centre is a property owned and managed by Ivanhoe Cambridge.

About Ivanhoe Cambridge

Ivanhoe Cambridge (www.ivanhoecambridge.com) is a pre-eminent Canadian-based global property owner, manager, developer and investor, focusing on high-quality shopping centres located in urban areas. Beyond its strong Canada-wide presence, the Company is also active elsewhere in North America, Latin America, Europe and Asia, where it owns a number of properties either by itself or through joint ventures with prominent real estate partners. Abroad, Ivanhoe Cambridge also holds interests in several shopping centre development and management companies and maintains offices in Europe, Latin America and Asia.

Its real estate portfolio consists of more than 50 million square feet (4.6 million square metres) of retail space and includes 80 regional and super-regional shopping centres. As at December 31, 2009, the market value of Ivanhoe Cambridge's assets reached CAD \$12.8 billion.

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