

PRESS RELEASE

FOR IMMEDIATE RELEASE

## **Rockland is Quebec's first shopping centre to offer an iPhone application**

Montreal (Quebec), July 15, 2010 – The management team at Rockland, a property owned and managed by Ivanhoe Cambridge, is proud to announce the launch of an innovative iPhone application, a first in Quebec.

This free application allows shoppers to instantly find out about retailer promotions at the centre and receive Rockland's latest news. Users enjoy access to sales, enabling them to make the most of the time at the centre and receive updates on new collections and upcoming events.

The application also enables shoppers to receive directions to stores, search for specific brands and obtain key information about the centre such as hours and services.

### **About Rockland**

Strategically located in the chic Town of Mount Royal, in Montreal, Rockland ([www.centrerockland.com](http://www.centrerockland.com)) is the last word in contemporary elegance and refinement. As one of Montreal's leading fashion destinations, Rockland offers a diversified mix of 170 retailers to suit every style, including a number of exclusive fashion-forward boutiques such as *Lily Simon*, *Marie Saint Pierre*, *Michael Kors* and *Stuart Weitzman*. Its warm, inviting atmosphere and unique design ensure a shopper-friendly experience time and time again!

### **About Ivanhoe Cambridge**

Ivanhoe Cambridge ([www.ivanhoecambridge.com](http://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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