

FACT SHEET BRAMALEA CITY CENTRE APP

October 21, 2015

Bramalea City Centre (BCC), is announcing the launch of the new feature-rich BCC smartphone app, which integrates its popular shopper rewards club, FashioniCITY. A public launch event is taking place on Saturday, October 24 from 1-3PM at BCC.

APP FEATURES

- Quick access to mall info, including hours, events and the latest store promotions.
- A complete store directory and an interactive mall map that guides shoppers to the exact location of every retailer.
- Customizable profiles! Shoppers can select their favourite retailers and restaurants to enjoy real-time perks, privileges and offers curated to fit their lifestyle.
- Proximity-based notifications provide shoppers with on-the-go updates, including exclusive offers from their favourite retailers!
- Shoppers can sign up for FashioniCITY (or connect their existing profile to the app), and gain access to member-exclusive areas of the app.



Search "Bramalea City Centre"

ABOUT BRAMALEA CITY CENTRE

Bramalea City Centre is the largest shopping centre in the City of Brampton, and the 4th largest in Ontario. The newly expanded, two-level shopping centre offers 1.5 million square feet of retail shopping space, showcasing a tenant mix of over 350 stores and services including Forever 21, BCBGMAXAZRIA, Aritzia, Charming Charlie, Browns Shoes and Pandora. For more information, visit bramaleacitycentre.com.

ABOUT FASHIONICITY

FashioniCITY is Bramalea City Centre's exclusive shopper rewards club. This robust loyalty program is free to join and has been rewarding BCC shoppers since 2012 with tailored offers, perks, and privileges at events, in their inboxes and using membership cards at in-mall kiosks. Some highlights include celebrity-hosted events, creatively themed fashion shows, and exciting contests and events where lucky FashioniCITY members have won all-expense paid trips to world fashion destinations: Paris, London, New York City and of course, BCC! For more information, visit bccfashionicity.com

ABOUT MORGUARD CORPORATION

Morguard Corporation is a major North American real estate and property management company. It has extensive retail, office, industrial and residential holdings owned directly and through its investment in Morguard REIT and Morguard North American Residential REIT. Morguard also provides real estate management services to institutional and other investors. Morguard's owned and managed portfolio of assets is valued at more than \$19 billion. For more information, please visit Morguard.com.

##

Page 1 of 2



For more information, or to book an interview, please contact:

Eleni Koukoulidis

Marketing Director, Bramalea City Centre

905.595.4746

ekoukoulidis@morguard.com