



For Immediate Release

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Pop Quiz: Who's the Hot Spot retailer of the day at Upper Canada Mall?

NEWMARKET, ON (August 17th 2011)— Upper Canada Mall is a class act when it comes to back-to-school style. When the school bell rings in September, be fashion-ready with fall's hottest trends. Every day from **August 18th to September 4th**, shoppers will get top marks (and prizes!) for finding the Hot Spot retailer of the day.

What is the Hot Spot?

By checking in with Upper Canada Mall's Twitter and Facebook page, shoppers will be given clues that lead them to a specific retailer for that day. For one day only, that retailer will display a big red Bull's Eye with a keyword and a phone number on it. Text the keyword to that number for a chance to win \$100 to spend in that store. There's new retailer and a new chance to win every day! Not only that, but each time a shopper enters via text, they are entering to win a **Grand Prize of \$500 at Upper Canada Mall!**

(Don't forget to check in with Facebook and Twitter for your clues.)

Visit <https://www.facebook.com/uppercanadamall> and <http://twitter.com/#!/uppercanadamall>

About Upper Canada Mall

Upper Canada Mall is the premiere shopping destination in Newmarket, Ontario located 45 minutes north of Toronto. Owned and managed by Oxford Property Group, Upper Canada Mall is an award-winning shopping centre featuring more than 200 stores in its 968,000 sq. ft. of retail space, including Apple, Coach, BCBG Max Azria, Sephora and Aritzia. For more information, visit www.uppercanadamall.com.

Oxford Properties Group is one of North America's largest commercial real estate investment, development and management firms. Oxford oversees and manages approximately \$18 billion of real estate for itself and on behalf of its co-owners and investment partners including headquarter buildings such as the Royal Bank Plaza in Toronto, Watermark Place in London and Centennial Place in Calgary. Oxford's investments include office, retail, hotel, industrial and multi-family residential properties. For more information, visit www.oxfordproperties.com.