

SIMCOE PLACE TODAY

A Quarterly Tenant Newsletter

Volume 10—March 2011

We wish each of our tenants a joyous, wonderful Spring season.



Spring at Last

Patricia Caplan,
General Manager, Simcoe Place

Spring has officially come to Toronto, and I for one am in the mood to celebrate!

This winter seemed longer than usual; maybe it was the result of the prolonged deep freeze we experienced for much of January and February. But it's over now and Simcoe Place is ready for warmer temperatures and the simple pleasures of Spring.

As our feature article indicates, we've been busy over the cold winter of 2010/2011 with the development and launch of a new website for Simcoe Place. We're very pleased with the result, and as the article says, we still want to hear from you. Our web contest went very well and I'd like to thank all those who sent in comments and suggestions. I plan to read every one of them.

I would also like to welcome Amaya Express to Simcoe Place. They opened their doors for business in December 2010 and have been building a loyal following ever since. If you've never experienced the joys of a traditional curry dish, I recommend that you do so without delay. But before you do, take a look at our Amaya profile on page 2.

Even though in this issue of Simcoe Place Today we focus on issues other than Green, we continue to make significant strides toward our goal of zero waste and in conserving energy and water wherever we can, without impacting the comfort and performance of your workplace. And as part of our GREEN AT WORK™ initiative, our newsletter has now gone electronic, with a very limited print run on 100% recycled paper. We'll be posting all current and past issues of Simcoe Place Today on our website for easy access.

Last but not least, I would like to thank the university teams that donated their time and energy to compete in our annual CANstruction event. It's always for a great cause, but it's also a joy to watch the teams create and compete. A big Simcoe Place thank you to all.

Let there be light and warmth!



GREEN AT WORK™
Building sustainability together™

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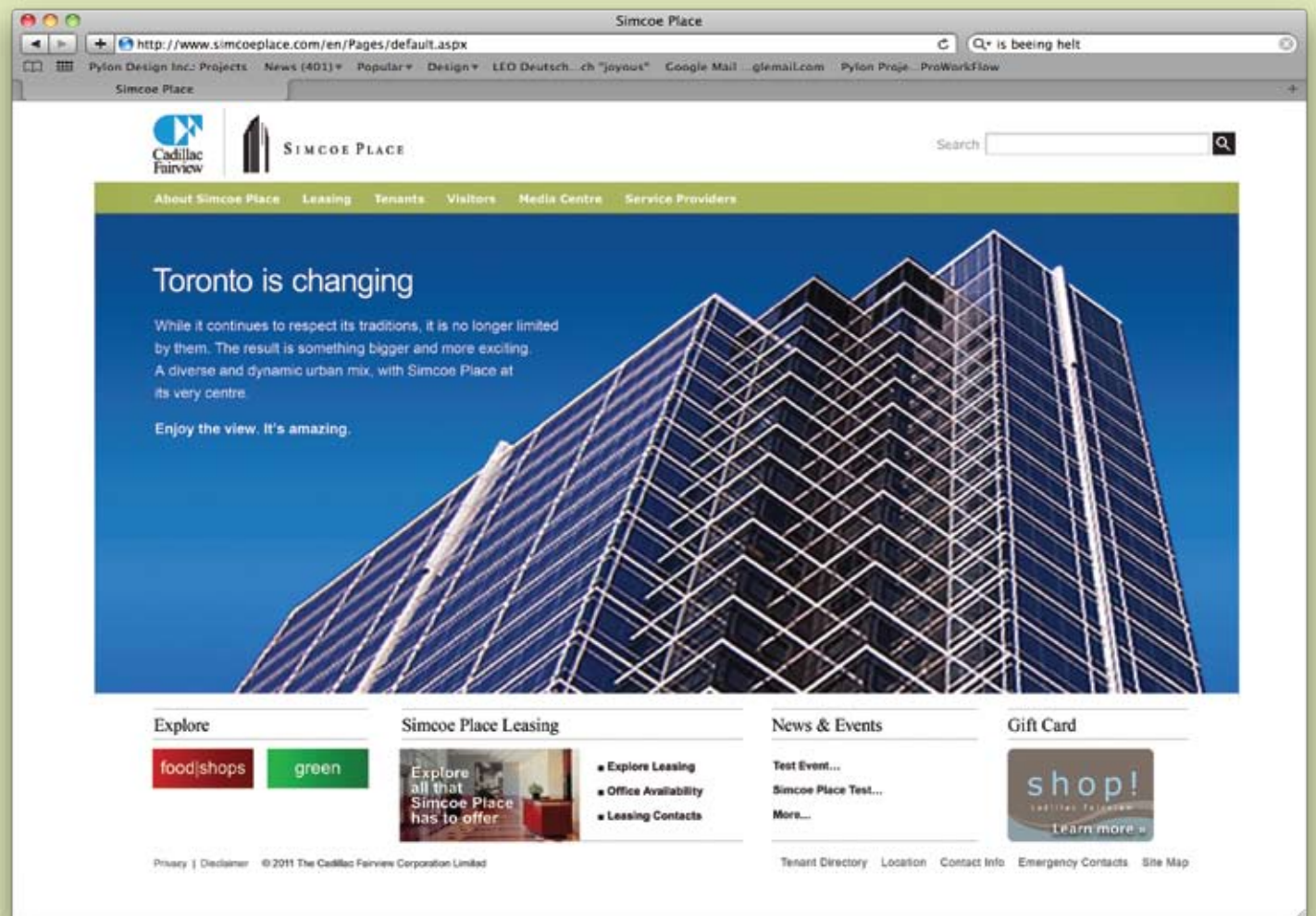
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YOUR NEW WEBSITE

On March 1st we launched the new website for Simcoe Place.



Hopefully many of you have already visited the site and had an opportunity to browse through its many features and form an opinion. As many of our readers understand, because you've gone through it yourselves, developing a website from scratch is a major undertaking. The first thing you have to do is clarify why you're doing it. In our case, we wanted to create a vehicle that would become a practical and comfortable link with our tenant community.

A vehicle that tenants would go to on a regular basis to learn more about their community and answer any question they may have about an operational matter. For example, if a tenant had a

general question about building security or required a late night security escort to their car or subway connection, they could find all the information they need within minutes. Or if someone is a history buff and wants to know more about the Simcoe Place site or just wants a great deal on theatre tickets, www.simcoeplace.com is the best place to go.

After we understood why we needed and wanted to it, we had to make it interesting, appealing and easy to use. That's the design and writing part. While this is the fun part of any website, it's also the part that takes the most time and care. We like the final product, but the great thing about this digital uni-

verse, is that nothing is carved in stone. We can tweak it, improve it, even add to it.

We'd like to thank all those who participated in our website feedback draw. We asked Simcoe Place tenants to read through our new site and make comments via our suggestion box feature on the Tenants page. First prize was an Apple iPad with 10 other winners receiving a \$25 Gift Certificate. The contest is now over, but we hope that if you have an idea about the website or anything else to do with Simcoe Place, you'll visit our suggestion box on the Tenants page of the site. It's a great way to speak your mind.

Welcome to the Neighbourhood

The new Ritz-Carlton Hotel is all about service, beauty and luxury. Toronto's only truly 5 star hotel, the Ritz-Carlton offers guests white glove service and 267 rooms that will redefine the notion of luxury. Dine at TOCA or TOCA Bar by Tom Brodi or meet clients in DEQ Terrace Lounge. And if you think you deserve a little attention, make an appointment at

the Ritz-Carlton Spa. With over 23,000 sq. ft. of luxury and beauty, you just may never leave. A welcome addition to the neighbourhood. www.ritzcarlton.com



What's New at



Visit www.simcoeplace.com and place your order online or call 416-598-8888 for a complete listing of offers. Prices include all taxes and service charges. Delivery to the Simcoe Place is free.

ATTRACTIONS:

Ontario Science Centre (Admission to OSC and Omnimax Theatre Combo)

Adults (18-64 yrs.): \$24.80 (reg. \$28.00)

Youths (13-17 yrs.)/Senior (65+ yrs.): \$19.50 (reg. \$22.00)

Children (4-12 yrs.): \$17.00 (reg. \$19.00)

Laser Quest

All ages: \$7.75 (reg. \$9.00)

Playdium Mississauga

Playcards (150 credits): \$19.50 (reg. \$28.25)

Putting Edge

All-ages: \$9.90 (reg. \$11.87)

Royal Ontario Museum

Prices: Adults (13-64 yrs.): \$21.00 (reg. \$23.00)

Children (4-12 yrs.): \$11.50 (reg. \$13.00)

Seniors (65+ yrs.): \$15.00 (reg. \$17.00)

THEATRE:

Billy Elliott (Now - July 2011)

Prices: \$62.00 - \$99.45 (reg. \$73.00 - \$115.00)

Calendar Girls (April - May 2011)

Prices: \$56.00 - \$78.00 (reg. \$68.00 - \$92.00)

Ghost Stories (April - May 2011)

Prices: \$43.00 - \$66.00 (reg. \$67.00 - \$87.00)

FAMILY:

AMC Theatres

Admit One: \$8.80 (reg. \$13.50)

Madagascar (May 2011)

\$23.00 - \$64.00 (reg. \$26.25 - \$72.00)

Fallsview Indoor Waterpark, Niagara Falls ON

All-day Waterpark Pass: \$33.50 (reg. \$52.32)

GIFT CERTIFICATES:

WaySpa

Eservus clients save 10% on WaySpa gift certificates.

PLAN A GETAWAY

Sandman Hotels

Eservus clients save 10% on best available web rates.

Choice Hotels

Eservus clients save up to 20%

SellOffVacations.com

Get the lowest online travel prices with SellOffVacations.com.



Amaya ExpressCurry Delights

Even though curry flavoured dishes have been around since 1700 B.C., many people have yet to discover and enjoy these brilliantly spiced dishes. Amaya Express, a recent addition to our Retail Concourse, brings a full and affordable menu for dine-in, take-out or catering occasions.



For those unfamiliar with curry, it is a seasoning mix largely composed of the spices tumeric, coriander and cumin. But depending upon the region of origin and the dish being spiced (meat, fish, vegetables), a variety of other spices can be added to the mix. The word 'curry' is analogous to the words 'soup' or 'stew' and is the generic description used throughout western culture to describe a variety of beautifully spiced dishes, especially

those with Indian and South Asian roots. If you're already a curry convert, Amaya Express is likely already on your radar. If you've yet to add a little spice to your life, then we recommend a visit to Amaya Express over your next lunch break. Besides being absolutely delicious, curry powder is said to increase brain clarity and power. You just might return to the office a bit smarter than when you left.

www.amayaexpress.com

Amaya Express Menu Highlights

Butter Chicken – tender chicken in a buttery tomato sauce

Lamb Biryani – basmati cooked with spices and lamb

Beef Masala – diced tender beef with tomatoes, onions and garlic

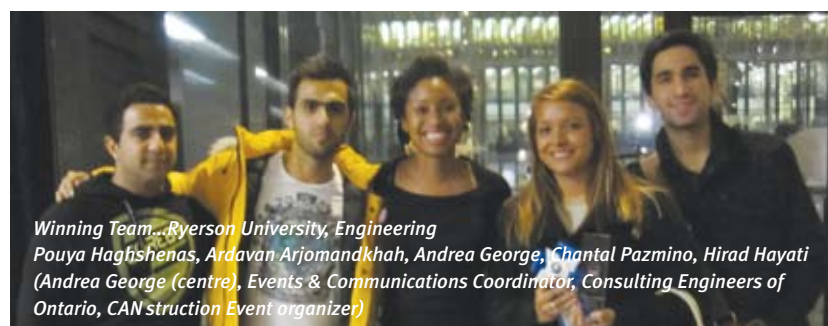
Vegetable Curry – 3 vegetable dishes featured each day

Sides: Pilaf Basmati; Masala Fries; Naan; Salads



Fun for a Great Cause

During the Holiday Season each year we hold a CANstruction Event in support of the Daily Bread Food Bank.



Winning Team...Ryerson University, Engineering
Pouya Haghsheenas, Ardavan Arjomandkhah, Andrea George, Chantal Pazmino, Hiran Hayati
(Andrea George (centre), Events & Communications Coordinator, Consulting Engineers of Ontario, CANstruction Event organizer)



This year's event was one of our best ever, with four exceptional teams competing for first prize. Each team was given free reign to create a sculpture out of cans of food. This year's competitors were brilliantly creative, coming up with names for their works as interesting as the CANstructions themselves:

- London's Tower Bridge, Ryerson Univ. (Engineering)
- Reducing our Footprint, Ryerson Univ. (Architecture)
- Dome of the Rock, Ryerson Univ. (Engineering)
- The Letter 'C', Centennial College (Engineering)

The winner for CANstruction 2010 was London's Tower Bridge, but as in past years, it was a close competition. We'd like to thank all who participated with enthusiasm and talent, allowing us to make a sizable donation of canned food to the Daily Bread Food Bank.

picture left: Winning CANstruction...London's Tower Bridge

Participation has its Rewards

We'd like to congratulate Trish Blanchard for winning top prize in our national Cadillac Fairview Tenant Survey Draw. Trish works right here for Workplace Safety & Insurance Board as Director, Business Services. In her role she works with management across the province in providing exceptional front-line customer service and administrative partnering. When asked how she plans to use her \$ 1000 CF Gift Card, redeemable at any Cadillac Fairview shopping centre, Trish didn't provide many details except to say that she plans to have a bit of fun shopping.

Congratulations to Trish Blanchard as our national grand prize winner and to all who participated in our annual survey. Your honest comments and assessments help us to make Simcoe Place an even better place to work.



Earth Hour 2011

On Saturday, March 26th (8:30 p.m. local time), Simcoe Place will join thousands of individual households and businesses across Canada and around the world and turn off all non-emergency lighting for 1 hour. What started as in Australia in 2007 with just 2 million people and a few thousand businesses participating, has in just 4 short years, become a worldwide event with well over 1 billion individuals and hundreds of thousands of businesses expected to participate in 2011. Earth Hour has become a powerfully symbolic act that transcends borders, allowing

individual households and businesses of all sizes to demonstrate their concern for the environment and the importance of conservation. For more Earth Hour information, visit www.earthhour.org.



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