



NORTHWEST ATLANTIC

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FOR IMMEDIATE RELEASE

Premier Retail Real Estate Firm Broadens Capabilities

TORONTO, Ontario - Northwest Atlantic (Canada) Inc., a leader in the retail real estate sector, today announced that David George and **The Leasing Group** will be joining with Northwest Atlantic effective December 1, 2004 in their Mall Services division.

Northwest Atlantic, established in 1991 and now having offices in Toronto and Vancouver, is one of the country's premier providers of comprehensive real estate advisory services representing many of North America's leading retailers. The Leasing Group, established in 1993 and representing over a dozen name brand retail banners, will contribute extensive industry expertise to the company.

Northwest Atlantic partners Sam Winberg, Tim Sanderson, Scott Lee and Chris Wood along with Dianne Lemm, Partner, Mall Services division and David George, of The Leasing Group all agree that this union will provide the combined clients of Northwest Atlantic with an expanded level of market knowledge and strategic capabilities. This further strengthens Northwest Atlantic's position as a leader in the tenant mandated retail real estate market across Canada.

"David George and The Leasing Group represent an excellent strategic fit, further expanding our expertise and knowledge in the Canadian retail real estate market. The Leasing Group represents some world class retailers and we look forward to the addition of these brands to our roster of national clients," says Sam Winberg.

"Our combined industry expertise will allow us to offer the full spectrum of services required to elevate our client's strategic capabilities," says David George adding that, "we are extremely excited to be joining the Northwest Atlantic team and look forward to continued growth and success."

"The combined resources of the companies will ensure that we continue to provide our clients with the very best solutions and support in the industry," says Dianne Lemm, Partner, Mall Services adding that, "I am thrilled to have David join as a Partner and co-manager of our division."

About Northwest Atlantic

Northwest Atlantic (Canada) Inc. is Canada's preeminent tenant mandated retail brokerage firm specializing in the power centre, street front and enclosed mall retail segments. The company's comprehensive services include Market Penetration Strategies, Mall Representation Services, Demographic Analysis, Development Services as well as Site Identification and Negotiations. Northwest Atlantic's competitive position in the marketplace is facilitated by its ability to both develop and implement the penetration strategy for the company's various retail clients. Northwest Atlantic's client base, combined with the company's mixture of large, medium and smaller scale retailers puts it on the leading edge of the retail development industry across Canada.

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