



FOR IMMEDIATE RELEASE

**Toronto Eaton Centre office towers launch Zero Waste Challenge
to divert 95 per cent of waste from landfills**

TORONTO – January 20, 2010 – Building on its ongoing commitment to environmental stewardship, sustainability and energy conservation, Toronto Eaton Centre has launched a Zero Waste Challenge in their three office towers. The goal of the initiative is to divert 95 per cent of waste from landfills to reduce its environmental impact. The average diversion rate for all three office towers (20 Queen Street W, 250 Yonge Street and 1 Dundas Street W) prior to the implementation of the Zero Waste Challenge was 81 per cent.

For the Zero Waste Challenge, garbage bins have been removed from all tenant spaces and replaced with two options for waste: blue recycling containers for paper, plastic, metal and glass; and, green organic bins for food waste, plants and tissues. Product return programs are also being offered to help tenants recycle items such as light bulbs and printers.

“As a responsible corporate citizen, Toronto Eaton Centre is deeply committed to protecting the environment and we encourage our employees and tenants to share this responsibility,” said Susan Allen, General Manager, Toronto Eaton Centre. “The Zero Waste Challenge is the perfect opportunity to raise recycling awareness and get everyone working together to think green before tossing something into the garbage. Given the positive feedback we have received from our valued tenants, we are confident the program will be a great success.”

More than 7000 people are employed by 120 tenants located in the Toronto Eaton Centre’s three office towers. The property management team has met with all tenants to educate them about the program, build an ongoing dialogue and provide information on how to engage their staff in the process.

“We all have to do our part to create a healthier world, and the Zero Waste Challenge is an ideal way to build sustainability as a team,” said Hans Schols, President & CEO, Boiler Inspection & Insurance Company. “As a tenant of the Toronto Eaton Centre, we are proud that they lead by example.”

In April, 2009 Toronto Eaton Centre’s One Dundas building was recognized by The Building Owners and Managers Association (BOMA) of Greater Toronto’s prestigious Earth Award, which represents their ultimate achievement for environmental management.

Toronto Eaton Centre’s Zero Waste Challenge is an extension of The Cadillac Fairview Corporation Limited’s national sustainability program called GREEN AT WORK™. This proprietary program,

implemented at all Cadillac Fairview properties across Canada, sets operational benchmarks to reduce energy consumption and waste, improve environmental protection, and encourage sustainable procurement and ongoing communication with key stakeholders.

About Toronto Eaton Centre

Stretching two full city blocks, Toronto Eaton Centre is among Canada's most recognizable landmarks, and one of the country's best-known retail shopping destinations. With over 230 retailers, restaurants and services in the heart of downtown Toronto, Toronto Eaton Centre is the city's premier urban destination. Toronto Eaton Centre is owned and managed by The Cadillac Fairview Corporation Limited.. For more information about Toronto Eaton Centre, visit www.torontoeatoncentre.com .

About Cadillac Fairview

The Cadillac Fairview Corporation Limited is one of North America's largest investors, owners and managers of commercial real estate. For more than 50 years Cadillac Fairview has been leading the way in commercial real estate with innovative design, development and management. Cadillac Fairview focuses on developing and managing high quality office properties and regional shopping centres in Canada and the United States, as well as international investments in real estate companies and investment funds. With a portfolio valued at greater than \$17 billion and 50 million square feet of leasable space, Cadillac Fairview and its affiliates own and manage 84 properties across North America, including some of Canada's landmark developments, such as Toronto-Dominion Centre, Toronto Eaton Centre, Pacific Centre and Chinook Centre. Cadillac Fairview is wholly-owned by the Ontario Teachers' Pension Plan for more information, please visit www.cadillacfairview.com.

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For information, contact:

Shaday Livingston

MAVERICK PR for Toronto Eaton Centre

T: 416-640-5525 ext. 248

E: shadayl@maverickpr.com