

A Quarterly Tenant Newsletter Volume 1 – May 2010

THE O&B MAGIC... OPENING SOON

In the restaurant business, reputation is everything, but it can't be achieved by one great meal or one good review. It's built over time by taking care of the hundreds of details that demand attention each day, no matter how small. The food is obviously central to everything; it has to be not just good, but very good and consistently so. Customers need to know that when they crave the grilled calamari or their favourite seafood pasta that it will never let them down. When they have that comfort, that certainty... the anticipation of the first bite is just as exciting as the real thing. They also need to feel good through the whole experience, from the moment they call for a reservation to the presentation of the final bill. One consistently happy customer will lead ten new ones through the door.

That's how reputations are built, and in the highly competitive restaurant business, no one does it better than Oliver & Bonacini Restaurants. That's why we can't wait until the first week of June when the latest Oliver & Bonacini Café Grill opens its doors at 33 Yonge Street. This will be their 5th Café Grill to open, but according to Theresa Suraci, Director, Marketing and Communications, Oliver & Bonacini, this location will offer customers a fresh, new urban look and experience.

"We're very happy with our other Café Grill designs, but for this new opportunity we asked Anacleto Design to create a fresh, engaging design for this exceptional corner location. Inside we'll be able to seat 138 with ample room for another 82 in our bar area, but what makes this location so exciting is that for 6 months of the year, we'll have the best patio in the downtown core, with room to seat another 136, plus a large lounge mingle area. The Front Street portion of the patio will be dining, with the Yonge side an informal bar/lounge; a great place to meet, mingle and celebrate. It will be a lively, fun spot."

The menu will be along the lines of the other Café Grills, but with a number of new signature items created just for this location. The Oliver & Bonacini people like to call it 'approachable food' that covers a delicious range of choice at reasonable prices. From appetizers like their famous Grilled Calamari and signature soups – Tuscan Onion & Lobster and Roasted Squash- to extraordinary Burgers, Steaks, Yellow Fin Tuna and Oysters on the Half Shell, Oliver & Bonacini Café Grill will be a 7 day-a-week destination. In addition, the talented Anthony Walsh has consulted in the creation of a bar menu that will be, according to Theresa, "absolutely unique and fantastic."

We can't wait! See you on the patio.

Our First Issue

By Heidi LaBrash, Senior Property Manager

This is our first issue of 33 Yonge Street's quarterly newsletter, Urban Tenant, and it couldn't come at a better time. With two new restaurants set to open in a matter of weeks and the spring temperatures inching into summer, what could be better?

We're very excited to welcome Oliver & Bonacini Café Grill and Fran's. Two very different food operators, each with a long history of success in the Toronto market. Each excels at what they do and we believe together, will bring a renewed energy and buzz to Front and Yonge. We'll keep you posted as to the exact opening dates, but right now both are on target for an early to mid-June launch.

33 Yonge Street has been following an aggressive sustainable program for some time now and the results in the area of energy consumption are now in. As a property we've done well, as has the entire GWL Realty Advisors' Toronto portfolio. We've shared some energy highlights in this issue and in future issues will be publishing what I believe will be very positive results in areas such as water conservation and recycling/diversion away from landfill. Sustainable success can happen only if we work in partnership with our tenants. Thank you for your leadership and commitment.

Enjoy the Spring weather.

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OLIVER & BONACINI
CAFÉ GRILL

Artist rendering of Yonge/Front corner

AN INSTITUTION COMING TO 33 YONGE STREET

When you're looking for a Deluxe BLT at 2 a.m. after a fun night out or a 6 a.m. hearty bacon and eggs breakfast before a full day of business meetings, there is no better place to go than Fran's Restaurant. An institution in Toronto for over 65 years, Fran's will be opening its 4000 sq. ft. restaurant at 33 Yonge Street in mid-June, and we're counting the days!

Fran's is one of the few full service restaurants to remain open almost round-the-clock. The only time the new 33 location will shut down will be from 3 a.m. to 6 a.m. each day to regroup and restock before for the 6 a.m. breakfast start. With 124 seats indoors, another 169 available on their Front Street patio and two comfortable bar areas, Fran's will offer delicious,

classic food in a modern, urban setting. Perfect for Yonge and Front.

Over its 6 decades of feeding hungry Torontonians, Fran's has won dozens of awards for its homestyle cooking. Known for its Big Breakfasts of eggs and pancakes, burgers, pastas, steaks and selection of fantastic sandwiches, Fran's is also known

for its Big Fresh Salads, low calorie chicken wraps and healthy homemade soups. And if you need to satisfy your sweet tooth every once in a while, you'll have to try their unrivalled apple pie, Hot Fudge Brownie Binge or simply fantastic 1940's Sundae.

Stan Jeong, Operations Director of Fran's Restaurants, can't wait to open →

WHAT'S NEW AT ESERVUS

Visit www.33yonge.com and click Eservus to place your order online or call 416-598-8888 for a complete listing of offers. Prices include all taxes and service charges. Delivery to your office building is free.

ATTRACTIONS:

Art Gallery of Ontario

General Admission:
\$16.50 (reg. \$18.00)

Casa Loma

Adults: \$13.50 (reg. \$18.00)

Seniors/Youths: \$9.90

(reg. \$12.50)

Children: \$8.80 (reg. \$10.50)

CN Tower

Adults: \$22.00 (reg. \$24.58)

Seniors: \$20.00 (reg. \$22.48)

Children: \$14.50 (reg. \$17.23)

NASCAR Speedpark

Unlimited Daily Ride Pass:

\$26.00 (reg. \$32.54)

Royal Ontario Museum

Adults: \$19.50 (reg. \$22.00)

Seniors/Youths: \$14.95

(reg. \$19.00)

Children: \$12.05 (reg. \$15.00)

Playdium

Playcards (150 credits):

\$17.25 (reg. \$26.75)

HOTELS:

Choice Hotels

Save up to 20% off hotel rates in Canada and worldwide!

FAMILY SHOWS:

Cirque du Soleil's Alegria

Prices: \$79.50 - \$119.50

(reg. \$102.75 - \$127.75)

HEALTH & FITNESS:

GoodLife Fitness

Save over 20% on bi-weekly membership fees at the Union Station Co-ed Platinum Club or 15% on bi-weekly membership fees any GoodLife Fitness Club!

THEATRE

Jersey Boys

Prices: \$37.50 - \$79.50

(reg. \$44.00 - \$104.00)

Mamma Mia! May & June '10

Prices: \$58.00 - \$104.75

(reg. \$66.00 - \$116.00)

Miss Saigon, December 2009

All Seats: \$65.00 (reg. \$81.00)

SPORTS:

Toronto Blue Jays Regular and Premium Games

Prices: \$20.00 - \$72.50

(reg. \$27.25 - \$76.25)

Toronto Blue Jays

All-You-Can-Eat Weekends

Prices: \$40.50 (reg. \$44.25)

For a complete listing of offers or to place your order visit www.33yonge.com and click Eservus. Register with Eservus and qualify to win great monthly prizes. Already Registered? Invite a co-worker to register. You could both win!

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→ at 33 Yonge Street and believes that their new location is just what downtown Toronto needs.

"The downtown district has become a 24 hour community and needs places where people can meet and eat according to their schedule. At Fran's we're just as inviting at midnight as we are at 6 a.m. And because our menu caters to all tastes, we always have something that will

appeal to our customers. When you come to Fran's you can expect good food and sizable portions, very reasonable prices and friendly service. Try our Fran's Brand coffee and a slice of Apple Pie and I just know you'll be back."

If you've lived in Toronto for any length of time, you likely have a Fran's memory. Either that Sunday morning family breakfast or late night booth shared with friends. They all add up to good times and great food.

Sustainable Success At 33 Yonge Street

GWL Realty Advisors has been at the forefront of sustainable management practices for over a decade, with operational innovations and new technologies allowing us to ramp up our performance significantly over the last 5 years.

Since January 1st, 2007, we have been applying a Master Plan in each of our Toronto properties to reduce utility consumption by 10% across the board over a 3 year period; targeting 4% in the first year and 3% in both the second and third years.

We're pleased to report that from a portfolio stand point, we not only achieved our targets, we almost doubled them. As of December 31st, 2009, 3 years after setting a 10 % objective, we recorded a 17% reduction in energy consumption. The question our tenants must be asking is,

how did 33 Yonge compare? While it's not a contest, the management team at 33 Yonge is pretty proud of the results to date (see chart). Percentage decreases are inspiring, but it's also helpful and meaningful to translate percentages into dollars and cents. The 17% decrease across the Toronto portfolio equates to \$1,775,577 in savings or a 9,680,211 kWh reduction in use. Our Sustainability Program, with energy conservation just one area of a comprehensive plan, measures economic benefits, but also targets a broad range of environmental and social benefits such as

cleaner air, reduced landfill dependency and a more informed business community working in partnership. Our belief is that sustainability is about maintaining a healthy balance with the surrounding community and the environment on a micro and macro level. At 33 Yonge Street, our objective is to continually look for new and cost effective ways to lighten our footprint in a practical and responsible manner. Thank you to our inspiring tenants who have worked in partnership with us to conserve, recycle and rebalance.

33 Yonge Energy Saving Highlights (Jan. 1/2007 to Dec. 31/2009)

15.2% reduction in electrical consumption (w/tenant consumption incl.)

17% emissions reduction (w/tenant consumption)

22.9% reduction in electrical consumption (w/o tenant consumption incl.)

25% emissions reduction (w/o tenant consumption)

BOMA Recognizes Excellence

We're pleased to announce that 33 Yonge Street has been awarded BOMA Toronto's Certificate of Excellence in Building Management. This award recognizes leadership and performance in Property Management, with emphasis in the areas of operations, energy conservation, emergency preparedness, and security and life safety. Congratulations to the tenants of 33 Yonge Street and our management team.



Do You Have The Fever? *We're now 7 weeks into the Spring season and there's definitely a different feeling in the air. It's called joy, hope, anticipation.*

Can you feel it? Are you beginning to smile for no reason at all? Have you already tried to tiinto last season's shorts or bathing suit and in general, are just exhibiting more civilized behavior toward all life forms.

If the answer is yes, then you've caught it – you have the Fever. Scientists have always suspected the obvious, that the arrival of Spring does improve one's outlook; now we have proof! The University of Michigan psychology department used the basis of another study, 'that Winter weather can adversely affect memory and cognitive powers', and turned the question

around. They asked people 'does the advent of warmer weather and Spring improve memory, cognitive powers and mood?' The quick, unscientific and less costly answer is... yes, absolutely!

On warm Spring days, one control group engaged in activities outdoors while the other group remained indoors. Just 30 minutes outdoors improved memory and cognitive abilities, while the indoor group remained a bit moody with no sign of improvement. More tests were conducted, but the final report stated that the ideal temperature for mood enhancement and cognitive

skills was 72 °F for the U.S. as a whole. For the people in Michigan, it was 65 °F, for Texans 86 °F. If the study extended to Toronto, the 'ideal' would probably settle around 22 °C or 72 °F, close to the U.S. average. One interesting finding was that as outdoor temperatures rose above the 'ideal', moods began to steadily worsen. The conclusion: there is something powerful about Spring, warm weather and sunshine. Pretty obvious, but it's nice to know that science fially agrees.

So if you need a cognitive boost over the next month, tell your boss

that you're going out for a walk. Who can argue with science!

