

# Brookfield

A Passion for Excellence...

First Canadian Place Shopping Centre is the recipient of several marketing awards from the International Council of Shopping Centers (ICSC), nationally and internationally.

The following awards were received in recognition for marketing excellence in the **international shopping centre industry**:

- 2009 MAXI Silver for Marketing Excellence in Sales Promotions and Events for “Clothes Friends” Fashion promotion
- 2007 MAXI Silver for Marketing Excellence in Sales Promotions and Events for “FCP GREEN” Promotion
- 2007 MAXI Silver for Marketing Excellence in Sales Promotions and Events for “ARE YOU UP TO CODE?” Fashion Promotion
- 2006 MAXI Gold Award for Marketing Excellence in Sales Promotions and Events for “FCP EVENTS” Promotion
- 2005 MAXI Gold Award for Marketing Excellence in Sales Promotions and Events for “EAT GREAT AT ONE OF EIGHT” Restaurants Promotion
- 2004 MAXI Gold Award for Marketing Excellence in Consumer Advertising for “GET CONNECTED” Web Promotion
- 2004 MAXI Merit Award for Marketing Excellence in Sales Promotion and Events for “FIRST CANADIAN FASHION IDOLS” Promotion
- 2001 MAXI Merit for Marketing Excellence in Consumer Advertising for “CELEBRATING 25 @FIRST” Promotion

***Brookfield Properties (PI) Inc.***

1 First Canadian Place, Management Office, Concourse Level, Toronto, Ontario, Canada M5X 1A9

**Telephone** (416) 862-8138 **Facsimile** (416) 862-7550

[www.firstcanadianplace.com](http://www.firstcanadianplace.com) ■ [www.brookfieldproperties.com](http://www.brookfieldproperties.com)

*Committed to Outstanding Service*

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The following awards were received in recognition for marketing excellence in the **Canadian shopping centre industry**:

- 2008 Maple Leaf “GOLD” *Award for Marketing Excellence for Sales Promotion & Events for “CLOTHES FRIENDS”*
- 2007 Maple Leaf Award for Marketing Excellence in sales Promotions and Events for “FCP GREEN”
- 2006 Maple Leaf Award for marketing excellence in Sales Promotions and Events for “FCP EVENTS”
- 2005 Merit Award for Marketing Excellence in Sales Promotions and Merchandising for “EAT GREAT AT ONE OF EIGHT”
- 2004 Merit Award for Marketing Excellence in a Consumer Advertising Campaign for “GET CONNECTED”
- 2004 Merit Award for Marketing Excellence in Sales Promotion and Merchandising for “FIRST CANADIAN FASHION IDOLS”
- 2003 Merit Award for Marketing Excellence in Sales Promotion and Merchandising for “MARKETFEST”
- 2003 Maple Leaf Award for Marketing Excellence in Sales Promotion and Merchandising for “THE LONGEST UNDERGROUND WALKWAY SALE”
- 2001 Maple Leaf Award for Marketing Excellence in a Public Relation Campaign for “CELEBRATING 25 @ FIRST”
- 2001 Merit Award for Marketing Excellence in Consumer Advertising for “MIX BUSINESS WITH PLEASURE”
- 2000 Maple Leaf Award Marketing Excellence in Sales promotion and Merchandising for “THE LEARNING NETWORK”
- 1999 Merit Award for Marketing Excellence in Sales Promotion and Merchandising (Joint Effort) for “OUT WITH THE OLD”
- 1994 Maple Leaf Award for Marketing Excellence in an Overall Marketing Campaign for “THE BAY STREET RAT RACE”

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