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## **L'Avenue Welcomes Provigo to its Landmark Development**

Broccolini, developer and builder of L'AVENUE, announced today that Provigo® will become a retail tenant, bringing all the convenience of an innovative concept grocery store to its landmark condominium and mixed-use project located across the street from the Bell Centre.

The new 25,000-square-foot supermarket will allow customers from the neighborhood and the over half a million workers, students and tourists who visit downtown Montréal every day to discover the innovative concept of this new grocery store that combines excellent customer service and a vast selection of fresh products—all in an elegant environment of spectacular design.



"As a mixed-use urban development, L'AVENUE will raise downtown Montréal's livability and quality of life. With Provigo nestled within our walls, residents will enjoy an urban lifestyle with all the convenience of a neighbourhood filled with local services," stated Broccolini Chief Operating Officer Anthony Broccolini.

"We have said many times in recent months that re-launching the Provigo banner in Québec would be done both through significant investment in our current network of stores and through the construction of new ones, so as to always provide Quebecers with the best possible service," said Mr. Pierre Dandoy, Senior Vice President, Operations, Provigo, Provigo Le Marché and Loblaws Québec. "With a project as large and prestigious as L'AVENUE, we could not have hoped for a better location to increase Provigo's presence in Montréal, and invite Quebecers to discover the exceptional qualities of our new stores."

Once completed, L'AVENUE will become a prominent symbol of Montréal, impressively combining design, culture, art, gastronomy and the metropolitan vibe of downtown Montréal. Located in the heart of Montréal at Rue de la Montagne and Avenue des Canadiens, the project represents an investment of \$200 million. Rising fifty floors above street level, L'AVENUE will redefine the city skyline and become the hub of a renewed downtown urban environment.

Over 75% of the tower's 325 suites have already been sold. The surface area of standard suites ranges from 500 to 1,500 sq. ft., and the top floors of what will be Montréal's tallest mixed-use building will house penthouse suites of up to 5,300 sq. ft.

on November 1, 2013