



**For Immediate Release**

**GLIMCHER REALTY TRUST JOINS WITH EPROXIMITI TO LAUNCH MOBILE  
MARKETING TECHNOLOGIES PORTFOLIO-WIDE**

**COLUMBUS, OHIO (June 17, 2009)** – Starting today, shoppers at Polaris Fashion Place Mall in Columbus, Ohio, can surf the Web while they shop, gaining access not only to free wireless internet but also a host of local merchant promotions. National mall REIT Glimcher Realty Trust (NYSE:GRT) has partnered with Columbus-based technology company eProximiti to launch a new mobile marketing and free wireless internet platform nationwide.

“eProximiti reaches shoppers with local and relevant shopping information, which is important during a time when consumers are being more thoughtful than ever in their shopping habits,” says Armand Mastropietro, senior vice president, property management, Glimcher Realty Trust. “Throughout our portfolio, we’re focused on providing a unique shopping experience. Partnering with eProximiti gives us a tool that connects local merchants with local shoppers in a new and distinctive way.”

eProximiti brings special retailer driven offers immediately to the consumer through emails and text messages, meeting digital-age expectations through their mobile technologies. Since 70 percent of purchase decisions are made at the store, eProximiti has the ability to influence consumers at the point of purchase.

According to eProximiti Principal and Co-founder Jeff Harper, “We have created a web-based, interactive marketing product that uses mobile, consumer technologies to reach customers on their own terms. This technology also gives local merchants the opportunity to help shape their customers’ shopping experience.”

At Polaris Fashion Place, numerous merchants have signed on to eProximiti and are featured in ads of varying sizes on the newly launched [www.polarisfashionplacefeatures.com](http://www.polarisfashionplacefeatures.com). Shoppers carrying smart phones, 3G-enabled phones or laptops, which enter the wifi hotspot in the Food Hall, will immediately be directed to a landing page that features local merchant advertising and unique promotions, events and special features. Consumers can then click on the advertisement to download a coupon, send it to their phone or make a reservation.

eProximiti was founded in 2008 by father and son duo Ivan and Jeff Harper. The company is affiliated with TechColumbus and is currently located in the New Albany Business Development Center. As a Columbus-based organization, the company has made every effort to purchase and build its product base with the help of Central Ohio technology organizations and partners.

Currently, eProximiti is available at Polaris Fashion Place. Before the 2009 holiday season, the platform will roll out in 19 Glimcher properties nationwide.

### **About eProximiti**

Founded in 2008 by Jeff and Ivan Harper, eProximiti started with a goal of delivering hyper local and relevant advertising and electronic marketing solutions for local businesses to reach consumers at buying time. eProximiti brings special retailer driven offers immediately to the consumer through emails and text messages, meeting digital age expectations through their mobile technologies. eProximiti is designed to provide a strong value proposition to both the consumer and the advertiser. The product uses wifi, general internet, and consumer applications to reach consumers on their own devices.

Based in Columbus, Ohio, eProximiti maintains a sense for strong neighborhood and communities focus as the company continues to expand nationally. The founding principals leveraged their technology, wireless internet and relocation consulting experience to launch eProximiti by creating neighborhood specific communication tools. eProximiti is currently partnering with Glimcher Realty Trust to launch in 19 malls within their portfolio. eProximiti is also working within the Park Street entertainment district in Columbus, Ohio.

### **About Glimcher**

Glimcher Realty Trust, a real estate investment trust, is a recognized leader in the ownership, management, acquisition and development of malls, which includes enclosed regional malls and open-air lifestyle centers, as well as community centers. At March 31, 2009, the Company's mall portfolio, including assets held through one of the Company's strategic joint ventures, consisted of 23 properties located in 14 states with gross leasable area totaling approximately 20.2 million square feet. The community center portfolio is comprised of four properties representing approximately 769,000 square feet. Glimcher Realty Trust's common shares are listed on the New York Stock Exchange under the symbol "GRT." Glimcher Realty Trust's Series F and Series G preferred shares are listed on the New York Stock Exchange under the symbols "GRT-F" and "GRT-G," respectively. Glimcher Realty Trust is a component of both the Russell 2000<sup>®</sup> Index, representing small cap stocks, and the Russell 3000<sup>®</sup> Index, representing the broader market.

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