

PARK ROYAL

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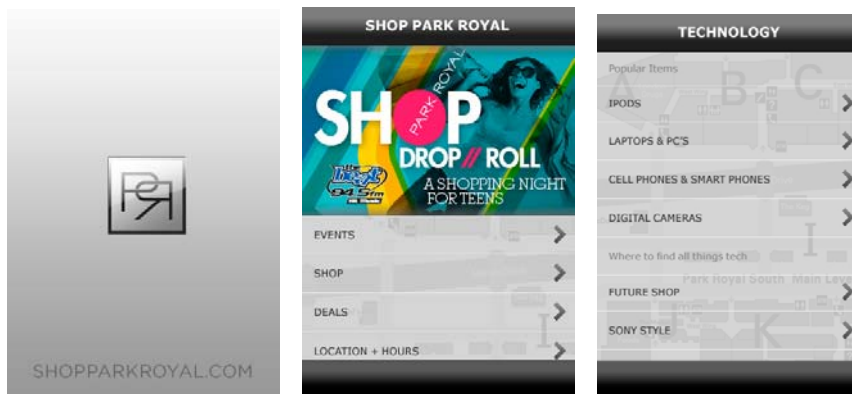
Consumer Convenience and Information Top Priority in Park Royal's New Mobile App

Whether you are looking the latest weather, traffic or play a game, or a multitude of other things, "there's an app for that". The proliferation of Blackberries, Android phones and iPhones mean another opportunity for consumers to access relevant information, to maximize their shopping experience.

Park Royal Shopping Centre is at the forefront of this trend, launching an app tailor-made for the busy mall shopper who wants to get the latest information on Events, Latest Store Deals, Retailers and a Shopping Centre Map.

"We created this app with the consumer in mind. We are always getting feedback that consumers want more information so they can make the best possible shopping choices." says Nancy Small, Director of Marketing & Sustainability at Park Royal. "We at Park Royal want to deliver that information in a timely and easy to use package. That is why we created this. It is a just another way for our consumers to engage with Park Royal."

Shop Park Royal is the inside and most up-to-date scoop for everything happening at Park Royal. And with over 280 stores and services, events and sales happening all the time, this information source, along with their website, blog and eNewsletter, will become the go-to places for those updates. The App includes an events section, information on shopping categories and where products are available, deals happening right now, and other information, including location, hours of operation and a map of the shopping centre.



Park Royal worked closely with technology partner ConQuer Mobile, who created the technology, for smooth and quick development.

"We were thrilled to have the opportunity to work with the Park Royal team in building their iPhone Application. Using our CellTouch - Apps Made Simple platform, the Park Royal Marketing and Creative team were able to build out the contents of the app quickly and cost effectively. The ConQuer Mobile team provided assistance as needed along the way and we are proud to say the app came out on budget and on time!" Angela Robert, CEO of ConQuer Mobile.

Go to the iTunes App Store to download it for the iPhone:
<http://itunes.apple.com/ca/app/shop-park-royal/id387221470?mt=8>

Or for Blackberries and Android phones, go to www.shopparkroyal.com to view the Mobile App on our website, already formatted for SmartPhones.

About Park Royal

Park Royal Shopping Centre and The Village at Park Royal features 1.2 million square feet of high quality retail set in a regional shopping centre and an adjoining outdoor shopping centre. Situated at the foot of the landmark Lions Gate Bridge and minutes from downtown Vancouver, Park Royal is celebrating its 60th year in business in 2010 and continues to play an active role in the community.

For more information, please contact:

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About ConQuer Mobile Inc.

ConQuer Mobile Inc. helps companies to conquer mobile technology; to quickly and cost-effectively be at the forefront in a world of mobile consumers who demand information in the palm of their hands. ConQuer Mobile has developed over 13 Mobile Apps since 2006 including the first Speech Recognition Business Search for Canpages and ZipLocal, the Official McDonald's Canada Restaurant Locator and ChicWalks Vancouver Shopping.

For more information, please contact:

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