



GULF & PACIFIC EQUITIES CORP.

For Immediate Release

**Gulf & Pacific Equities Corp. reports on
2010 Year End Results with
Revenue of \$3,829,121 in 2010
And
Grant of Options**

Toronto, April 21, 2011 – Gulf & Pacific Equities Corp. (TSX-V: **GUF**) an established company focused on the acquisition, management and development of grocery store anchored shopping centres in Western Canada, reports a 2.7% decrease in revenues to \$3,829,121 in 2010 from \$3,933,594 in 2009. In addition, Funds From Operations (“FFO”) of \$83,598 or \$0.01 per share for the year ended December 31st, 2010 compared to \$229,034 or \$0.03 per share in 2009. Details of the three and twelve months financial results for fiscal 2010 and 2009 are summarized below and are also available at www.sedar.com or at the company’s website www.gpequities.com.

	Year Ended (Audited) December 31,		Three Months Ended (Unaudited) December 31,	
	2010	2009	2010	2009
Revenue	\$ 3,829,121	\$ 3,933,594	\$ 947,499	\$ 960,337
Income (Loss) for the period	(778,183)	(965,187)	(181,929)	(426,709)
Earnings (Loss) per common share				
- basic and diluted	(0.09)	(0.11)	(0.02)	(0.04)
Weighted average number of common shares outstanding during the period				
- basic and diluted	8,861,678	8,861,678	8,861,678	8,861,678

In addition, at the meeting of the board of directors on April 20, 2011, the board in accordance with the Corporation’s stock option plan, approved the annual grant of options to acquire a total of 96,000 common shares of the Corporation at an exercise price of \$0.215 per share to the Corporation’s directors, officers and employees. The stock options are vested on date of the grant and expiring ten years from date of the grant. Prior to the grant of options, the Corporation has 8,861,678 shares outstanding.

About Gulf & Pacific Equities Corp.

Gulf & Pacific Equities Corp. was incorporated under the laws of the Province of Alberta on April 8, 1998 and thereafter completed a public offering of common shares by prospectus dated June 26, 1998 (TSX-V: GUF).

The Company acquires, manages and develops anchored shopping malls in rural centres in Western Canada, in particular Alberta. Gulf & Pacific targets smaller, but rapidly growing hub communities that have hospital, high school, police station and retail/service infrastructure. Management has consistently reinvested cash flow to improve and grow its portfolio of income properties.

Gulf & Pacific Equities Corp. currently owns five, well-located retail assets located in Three Hills, Whitecourt, St. Paul and Cold Lake Alberta, as well as in Merritt B.C..

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This news release contains "forward-looking statements", within the meaning of the United States Private Securities Litigation Reform Act of 1995 and similar Canadian legislation, concerning the business, operations and financial performance and condition of Gulf & Pacific Equities. Forward-looking statements include, but are not limited to, statements with respect to the benefits of the offering and option transaction. Generally, these forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will be taken", "occur" or "be achieved". Forward-looking statements are based on the opinions and estimates of management as of the date such statements are made, and they are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of Gulf & Pacific Equities to be materially different from those expressed or implied by such forward-looking

statements, including but not limited to risks related to: economic conditions in Western Canada, interest rates, raising less than the required capital; not realizing on the anticipated benefits from the transaction or not realizing on such anticipated benefits within the expected time frame; and other risks of the real estate industry. Although management of Gulf & Pacific Equities has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements. Gulf & Pacific Equities does not undertake to update any forward-looking statements that are incorporated by reference herein, except in accordance with applicable securities laws.