



GULF & PACIFIC EQUITIES CORP.

For Immediate Release

Gulf & Pacific Equities Corp. Welcomes Pet Valu to Tri-City Mall

Toronto, September 29, 2014 – Gulf & Pacific Equities Corp. (TSX-V: **GUF**) an established company focused on the acquisition, management and development of anchored shopping centres in Western Canada, is pleased to announce that Pet Valu has officially opened on September 27 at Tri-City Mall, in Cold Lake, Alberta.

The terms of the Pet Valu lease is for an initial term of ten years plus two extensions of five years each. The premises will be for approximately 3,471 sq. ft..

“We are excited to welcome Pet Valu to our Tri-City Mall,” said Anthony Cohen, President and CEO. “With our current tenants, Ardene, Bootlegger/Ricki’s, Dollar Tree, Herbal Magic International, Pizza Hut, Sobey’s, Sportchek, The Source, Value Drug Mart and Warehouse One, Tri-City Mall remains the premier mall in the city of Cold Lake. We hope to have more good news soon, so that the mall remains a dynamic retail hub for the residents of Cold Lake.”

For full details, please visit us at www.gpequities.com.

About Pet Valu

Pet Valu, Inc. (www.petvalu.com) is a Canadian specialty retailer of pet food and pet-related supplies with more than 500 stores across Canada and the US. The Pet Valu family of stores consists of Pet Valu Canada, Pet Valu US, Paulmac’s Pet Foods and Bosley’s By Pet Valu. The Pet Valu family prides themselves on providing pet owners with the best selection of pet care items at competitive prices, together with Pet Expert service, at convenient, neighborhood store locations. They offer over 7,000 products, including a broad assortment of premium, super premium and holistic private label brands scientifically developed by internal nutritionists. Pet Valu, Paulmac’s and Bosley’s team members are true Pet Experts and they are happy to use their knowledge and experience to help find the right nutrition and other solutions for your pets. Their stores are heavily involved in their communities, teaming up with animal rescues and adoption programs, and fundraising for animal shelters.

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 three, well-located retail assets located in Three Hills, St. Paul, and Cold Lake Alberta.

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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.