

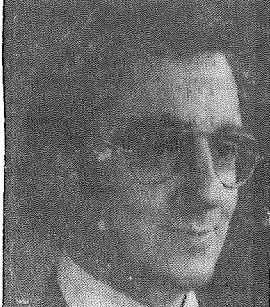
PEEL Bldg

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SHEFF, GERALD

**THE CADILLAC FAIRVIEW CORPORATION LIMITED**



**Gerald Sheff**

Mr. A. E. Diamond, Chairman and Chief Executive Officer of The Cadillac Fairview Corporation Limited, is pleased to announce the appointment of Mr. Gerald Sheff as a Senior Vice-President of the company.

Mr. Sheff who is with The New Communities Group of the company will continue to be responsible for the development of Erin Mills, a new community which is being created on 8,000 acres in Mississauga, Ontario, and will have an eventual population of 170,000 people.

Mr. Sheff graduated from the School of Architecture of McGill University and practised architecture in Canada and in England. He is a member of the Royal Architectural Institute of Canada, an Associate of the Royal Institute of British Architects and holds a Masters Degree from the Harvard Business School.

The Cadillac Fairview Corporation Limited is one of the largest public real estate development companies in North America with diversified interests in the development of major downtown mixed-use projects such as the Toronto Eaton Centre, shopping centres, office buildings, and housing for sale and rental. The company's New Communities Group is involved in the development of complete new communities.