

Canadian Western Agribition Announces Positive Financial Results
Enhancements to opening weekend schedule in 2009

(Regina): Canadian Western Agribition (CWA) today reported a profit for the year ending January 31, 2009 of \$18,080 on revenues of \$3,060,478.

Chief Executive Officer & General Manager Jason Pollock reported that attendance, a key factor in achieving revenue projections, saw an increase in 2008 to 142,500 visits, up from 137,500 visits the previous year.

Show revenue was the most significant contributing factor to the positive financial report. Show revenues including admissions, tickets, program sales and food sales increased to \$1,028,785, up 14 per cent over the previous year.

"CWA increased our revenues significantly to compensate for rising external costs. The overall profitability of our organization is achieved by effectively balancing the cost to deliver high quality service and atmosphere with an appropriate expectation of revenues," Pollock said in his report to the AGM.

The 2008 theme "Make the Connection" challenged Agribition's Board of Directors, staff and stakeholders to take advantage of the opportunities presented by Canadian Western Agribition.

"Making the Connection" to opportunities for agriculture is a key factor of our international outreach program and our ongoing efforts to build stronger business networks," said President Shannon McArton.

McArton highlighted her two-year term as President with a focus on the success of the Board of Directors' strategic planning efforts.

Forward-thinking business planning will be essential to the long-term viability of the organization," says McArton. "Agribition is now more than a one week event in November. Our successful transition into the management role of the Spring Steer and Heifer Show and additions to the 2009 Agribition show schedule are positive outcomes of our work on long-range business planning."

McArton was referring to a presentation that will be made to the membership today that includes the enhancement to the opening weekend prior to the traditional CWA schedule. The show will open this year on Saturday, November 21st with an acreage themed trade show in the Agribition Building and the Ag Ex Pavilion. In addition, CWA will expand upon the success seen in 2008 with the inaugural edition of their Ranch Rodeo and introduce a Cowboy Arts & Western Heritage themed trade show to the Link, featuring traditional cowboy arts and artisans. The Draft Horse events will begin on Saturday in the Brandt Centre as they have in the past and to complete the new enhanced opening weekend schedule the popular Select Carriage Auction will return to the Canada Centre Show & Sale Arena.

Today's Annual General Meeting will be held beginning at 2 p.m. in Salon 3 of the Queensbury Convention Centre at Evraz Place. Meeting business will include the financial review of the 2008 show and elections to the Board of Directors.

Canadian Western Agribition is Canada's premier international livestock show and marketplace. The 39th edition of Canadian Western Agribition will be held Saturday, November 21st to Saturday, November 28th at Evraz Place Regina, Saskatchewan

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