

**For Immediate Release: Thursday, April 15, 2010**

**Canadian Western Agribition Announces Profit**

(Regina): Canadian Western Agribition (CWA) today reported a profit for the year ending January 31, 2010 of \$1,361 on revenues of \$3,050,237. Total attendance figures for the eight day event were 136,400.

Chief Executive Officer & General Manager Jason Pollock noted strong livestock entries were a key contributor in providing a second consecutive year of positive results for the Association.

"Agribition's world-class purebred beef shows are the foundation for our continued success each year," Pollock said. "In 2009 Agribition attracted eight National purebred shows resulting in a four-year high in purebred beef entries and the largest participation by exhibitors from the United States since 2003, all contributing to an 11% increase in livestock revenues over the previous year."

Along with the strength of entries, CWA recorded over \$2.2 million in auction sales which saw purchasers representing Scotland, New Zealand, Australia, the United States and Canada.

"The 2009 theme *'Build the Connection'* defined our objectives," Pollock added. "The addition of a new structure and focus to our entertainment package and trade show enhancements helped us broaden our reach within the community - both rural and urban and we look forward to continuing that trend."

Pollock noted Canadian Western Agribition is looking forward to the celebration of 40 years of service as Canada's Premier Agricultural Marketplace this year. Planning is well underway for the 2010 show which will see a revised footprint as the newly opened Co-operators Centre will provide additional easy- to-access connected indoor display space.

CWA's Annual General Meeting will begin today at 2 p.m. in Regina at the Ramada Hotel and Convention Centre. Activities will include the financial review of the Association and elections to the Board of Directors.

Canadian Western Agribition is Canada's premier international livestock show and marketplace featuring the finest livestock genetics in North America. The 40<sup>th</sup> edition of Canadian Western Agribition will be held Monday, November 22<sup>nd</sup> to Saturday, November 27<sup>th</sup> at Evraz Place, Regina, SK. For further information contact Canadian Western Agribition at (306) 565-0565 or visit [www.agribition.com](http://www.agribition.com).

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Note to Media:

A second news release will be distributed later today following the elections to the Board of Directors and Executive.