

For Immediate Release

October 25, 2011

AGRIBITION WELCOMES BACK SASKATCHEWAN'S LARGEST INDOOR TRADE SHOW

It's back and better than ever!

Marty Seymour, CEO and General Manager of Canadian Western Agribition today announced the return of the Agribition Trade Show, the largest annual consumer and industry indoor show and sale in the province.

"Christmas is just around the corner and the Agribition Trade Show is one of your best opportunities to find that one-of-a-kind gift. We also offer unique products for the home, cabin and acreage that are hard to find anywhere else in Saskatchewan at any time of year," said Seymour.

The doors of the Agribition Trade Show will open Monday November 21st and are open daily through to Saturday November 26th from 10 a.m. The trade show encompasses over 250,000 square feet and over 400 exhibiting businesses, separated into showcases for your convenience.

"Every year, our trade show gets bigger, better and more diverse. I've heard visitors say that they spent the whole day at Agribition and never left the trade show," says Reed Andrew chair of the Agribition Trade Show committee.

This year, the Agribition Trade Show features four main themes:

Agribusiness

Still the heart and soul of Agribition, the agriculture industry is a key part of our trade show.

Education

Consumers today are becoming more and more keenly aware of the quality of the food they buy. The showcase in Arena 3 Co-operators Centre provides a host of information on food quality and production.

Lifestyles

Looking for the perfect gift? Trying to get in shape? Need advice on family finances? This is the place for you. The Lifestyles Showcase includes vendors offering products and services involving arts and crafts, food products, health and nutrition, fashion, home products and personal services such as insurance, investment and estate/financial planning.

Sport/Recreation/Tourism

Whether you are looking for tourism opportunities, sporting goods or entertainment products, you'll find it at the Sports/Recreation/Tourism Showcase.

"No matter what you're looking for, you're sure to find something up your alley at the Agribition Trade Show. Like Christmas, it only comes around once a year so you owe it to yourself to come by and check it out," said Seymour.

- 30 -

For further information, contact:

Marsha Martin, Martin Charlton Communications, 536-5977, marsha@martincharlton.ca