

NEWS RELEASE

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AGRIBITION MARKS A SUCCESSFUL YEAR; UNVEILS NEW RODEO FOR 2019

REGINA – Canadian Western Agribition (CWA) released the financial details today of a successful year at its Annual General Meeting. CWA is reporting a profit of \$190,671 from operations in 2018.

"It's important for Agribition to continue to operate responsibly, and to ensure the show and the organization is sustainable in the long term," says CWA President Bruce Holmquist. "We're proud of the fact that we continue to add programming and bring new visitors to Agribition while ensuring that we also grow and make improvements to the show."

The 2018 show saw improved attendance over 2017 and a record-high value of purchases from international buyers at \$881,000, a figure that's nearly doubled since 2016. CWA also marked 2018 with a new mentorship program and welcomed more than 9000 students to its education program.

"Agribition's strength continues to be its people," says CWA CEO Chris Lane. "The exhibitors, volunteers, guests and sponsors that continue to help us build and maintain momentum is the key to staying relevant in agriculture."

AGRIBITION TO HOST NEW PRO RODEO FINALS

CWA also announced Agribition will be home to a the Maple Leaf Finals, a new professional circuit finals rodeo in Canada. The event will feature 10 of the top contestants in each of the 7 major rodeo events competing over 4 nights for over \$100,000 in prize money.

"Western culture has been a key piece of the foundation of Agribition for almost 50 years," says Holmquist. "Rodeo has been a very important part of that and through the years we have worked hard at growing the profile of the sport for both its fans and competitors."

The two-year agreement with the Canadian Professional Rodeo Association will ensure Canada's newest rodeo finals will have a home at one of the most exciting rodeo atmospheres in the country.

"The Maple Leaf Finals are a good fit for Agribition," says Lane. "We've got 20,000 fans that come to see one of the most high-energy rodeos in Canada, and these Finals are going to take that to the next level. This is exciting for rodeo and it's exciting for Agribition."

Tickets for the Maple Leaf Finals, and all CWA programming, will go on sale in September.

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Canadian Western Agribition (CWA), located in Regina, Saskatchewan, is the best beef show on the continent and the largest livestock show in Canada. The show is anchored by beef cattle and features horses, bison, sheep, alpacas, an extensive agribusiness trade show and professional rodeo. CWA continues to promote the expansion, development and interest in agriculture. The 49th edition of CWA will be held November 25-30, 2019.