

NEWS RELEASE

Dates Announced for the *Toronto Ski, Snowboard & Travel Show* Canada's Largest Snow Sport Show Moves to the Better Living Centre at Exhibition Place

Toronto, Ontario, February 6, 2008 - - - **The Toronto Ski, Snowboard & Travel Show** is the largest event of its kind in North America. For ski and snowboard enthusiasts, it's an outstanding opportunity to meet more than 200 exhibitors just prior to the season. For many years the event has been held in the Automotive Building at Exhibition Place where it has steadily grown, last year attracting more than 35,000 visitors over four action-packed days. To keep pace with its expansion, this year's Toronto Ski, Snowboard & Travel Show will move to new quarters in the Better Living Centre at Exhibition Place.

"The Better Living Centre is being renovated to accommodate the show and we are especially happy to have all the exhibits on one floor", said Harley Austin, Show Manager. "Another plus is the fact that we have additional room within the Better Living Centre as the Toronto Ski, Snowboard & Travel Show continues to grow".

The Toronto Ski, Snowboard & Travel Show
Better Living Centre, Exhibition Place
Thursday, October 16th 3:00 p.m. - 10:00 p.m.
Friday, October 17th Noon - 10:00 p.m.
Saturday, October 18th 10:00 a.m. - 9:00 p.m.
Sunday, October 19th 10:00 a.m. - 6:00 p.m.

The Better Living Centre at Exhibition Place is conveniently located near downtown and close to major highways. There are acres of indoor and outdoor parking at Exhibition Place and the facility is served by the TTC and GO Train.

**Detailed information will soon be available at www.torontoskishow.com
and www.snowboardshow.ca.**

At the Toronto Ski, Snowboard & Travel Show, exhibitors will feature the latest in equipment, fashion, resorts and travel advice. Visitors will see and purchase the

newest equipment from retailers representing the major manufacturers including Head, Burton, Rossignol, Atomic, Flow, Columbia, Phenix, Avalanche, Sims, K2, Salomon, Dalbello, Nordica, Carrera, Spy, Oakley and Kombi. More than 100 resorts in Canada, the U.S.A., Argentina, Chile, New Zealand, France and Switzerland will be represented at the show. They will offer vacations of a lifetime to skiers and snowboarders who spend millions of dollars on equipment and travel to virtually every corner of the earth to seek out winter adventures.

The Toronto Ski, Snowboard & Travel Show is produced by the Canadian National Sportsmen's Shows (CNSS), a non-profit corporation. For 60 years, the CNSS have helped protect Canada's outdoors with grants totalling more than \$29 million. Recipients of ski related grants have included the Canadian Ski Instructor's Alliance; the National Recreation Skier Development Fund; and Canada Ski West safety brochures. Major contributions have also been made to the Ontario Snow Resorts Association (OSRA) and the Canadian Ski Patrol System (CSPS).

For further information, please contact:

Harley Austin
Show Manager
Tel: 905.361.5233
Toll free: 888.695.2677
E-mail: austin@sportshows.ca