



**NORTHLANDS**

**NEWS RELEASE**

**April 17, 2007**

## **Northlands celebrates renewal in 2006 More evolution to come in 2007 and beyond**

**EDMONTON, AB** – “Renewal” is the word that best describes the year that was at Northlands. “Evolution” best describes what’s just on the horizon for one of Edmonton’s biggest community assets.

Northlands volunteer shareholders received the 2006 year-end report, which highlighted some high-profile changes, during the annual general meeting on April 16. Northlands renewed Edmonton’s biggest annual event in 2006, its 127-year-old summer exhibition, refreshing it from the Klondike Days theme to Edmonton’s Capital EX. Programming at the exhibition also grew to celebrate all aspects of the community through the introduction of new fine arts and global showcases as well as a new stage for top-name bands.

The organization also transformed from Northlands Park into Northlands, with a fresh new spiral logo and a future-focused commitment to creating opportunities for the city, region and province. As the host to more than four million guests each year at 2,500 events, Northlands plays a major role in attracting business and providing the best live experiences for residents and visitors alike.

“Northlands made great strides on many fronts, with a record-breaking 31 concerts held at Rexall Place, and record attendance at both Canadian Finals Rodeo and Farmfair International,” said Jerry Bouma, First Vice-President and Acting President of Northlands. “We also posted a banner year in 2006 with revenues of \$137 million, a direct reflection of the levels of success and activity in all of our business areas,” Bouma added.

Also during the meeting, shareholders took a virtual tour of Project Evolution.09, the future exhibition space where Northlands will offer more than 500,000 square feet of integrated, contiguous trade and consumer show space, plus high-calibre conference and catering facilities. Site preparation work around the AgriCom is already underway to make way for this exciting project. Features of the project were described by the chairman of the facility planning committee, Andy Huntley.

“2007 and beyond will be a vital time in the history of our organization,” promises Huntley. “When complete, Project Evolution will create a valuable community asset, with first-rate exhibition facilities to meet the needs of our dynamic business, agriculture and entertainment sectors.”

Also during the annual general meeting, Northlands shareholders elected six people to the board of directors for a three-year term; incumbents Doug Bienert, Rick Carter and Wendy Schneider along with new members, Don Clipperton, Burke Perry and Bob Walker.

*Northlands rocks this city with 2,500 events each year that attract over 4 million visitors. Think Canadian Finals Rodeo, Farmfair International, Capital EX, the best of horse racing, headliner concerts, international events and all the trade shows you can handle. Visit [northlands.com](http://northlands.com) to find out more.*



**NORTHLANDS**

- 30 -

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