



Press release
For immediate distribution

The 31st National Home Show 100% renovation and décor: indoors and out!

New this year are two homes that combine comfort and energy efficiency,
a 2,000 square-foot garden, and Jean Airoidi as spokesperson

Montreal, February 18, 2010 – This year more than ever, with over 300,000 square feet of exhibit space, 500 exhibitors and partners, and a new spokesperson, the **National Home Show, presented by RE/MAX in collaboration with Laurentian Bank**, is the very best place to learn about and explore the world of home decorating, renovation and landscaping while enjoying substantial savings. The 31st edition of the Show will be held March 19 to 28, 2010, at Place Bonaventure in Montreal.

Innovations and special features

The 2010 Show is notable by the number of new attractions it will offer its 150,000 visitors, including the **Maison PolygHome**, furnished entirely by JC Perreault in collaboration with Gau Designs. This innovative “green” construction concept features bioclimatic architecture, which combines comfort and energy efficiency, primarily by capturing as much sunlight as possible. Leaving the **Maison PolygHome**, visitors will cross the **Jardin épuré, un art de vivre**, an ecogarden of more than 2,000 square feet created by Aménagement Denis et fils and presented by Côté Jardins. The garden will present, among others, examples of eco-roofs, green walls, and permeable driveways, all of which co-exist in perfect harmony and showcase the beauty and richness of the materials and vegetation they are made from.

The **Pavillon RECYC-QUÉBEC**, presented by **Idékit Home**, is a new, 3,500 square-foot space presenting exhibitors who offer environmentally respectful products that are made in Quebec from recycled materials, environmentally-friendly construction and renovation services, and energy-efficient products and services. Located in the heart of this attraction, the avant-garde, eco-friendly **Idékit Home** is well worth visiting. Constructed from last trip maritime containers, this house features unparalleled creative architecture and reinforced strength. Healthy and easy to erect, buildings made from recycled containers offer a structure that allows for a green roof.

Expert advice

Another key component of the Show is the presence of a wide range of experts ready to answer visitors' questions about all facets of home construction and improvement. The **New Home Pavilion**, a 2,500 square-foot area dedicated to residential development, will bring together some 20 builders and developers, all recommended by the **APCHQ's New Home Guarantee**. **CAA Québec's Carrefour Habitation**, an area of more than 5,000 square feet dedicated to authorized suppliers of **CAA-Québec Residential**, will provide a place for visitors to meet with members of the CAA team as well as some 30 recognized specialists (landscapers, ventilation technicians, general contractors, building inspectors, interior decorators, electricians, and plumbers).

The **RE/MAX Theatre** will be the venue for **more than 80 workshop-seminars** led by experts in renovation, construction, interior decorating and landscaping, including **France Arcand** of the show *Bye Bye Maison* and

designer and television host **Jean Airoidi**. Themes will include home staging, ecological cabinetry, kitchen and bathroom renovations, and much more.

Space will also be dedicated to an **Outdoor living terrace presented by JC Perreault**, the **latest household appliances from Maison Éthier**, a **showcase of brand new trends for 2010 presented by Laurentian Bank and Idées de ma maison**, and an **adult game room**, the latter offering visitors the chance to win a **D-Box**, the popular gaming chair valued at \$4,500.

Satisfaction guaranteed

New this year is the introduction of a unique 100% satisfaction guarantee concept. Any visitor who is dissatisfied with their visit to the Show can fill in a refund questionnaire at the administration office. Within 30 days following the end of the Show, a full refund will be mailed to the individual. "This initiative demonstrates our confidence that our Show is the most complete event of its kind and will meet all expectations," states H  l  ne C  t  , General Manager of the National Home Show.

Jean Airoidi, the Show's new spokesperson

The 31st edition also marks the arrival of a new spokesperson—designer and television host **Jean Airoidi**. "I love do-it-yourself jobs, whether at home or at the chalet, and I seem to do a lot of these "home improvements" in my daughters' bedrooms!" says Jean. "Being spokesperson for the National Home Show provides a unique opportunity to discover a wide variety of original products while sharing my passion. In addition to being able to meet dozens of experts from all of the home improvement sectors, visitors to the Show will have a chance to save a great deal of money on their projects, regardless of size."

The National Home Show runs from March 19 to 28, 2010, at Montreal's Place Bonaventure. Hours are Monday to Friday 11 a.m. to 9:30 p.m.; Saturday 9 a.m. to 9:30 p.m.; and Sunday 10 a.m. to 6 p.m. Tickets can be purchased online now at a discount of \$3, compliments of **Sears**, by visiting <http://www.salonnationalhabitation.com/en/>.

Marketplace Events organizes 27 public home shows in 18 North American markets, annually attracting more than 14,000 exhibitors and over one million attendees, as well as close to one million unique Web visitors on the various event Web sites. From 12 offices, the 90-person staff produces some of the most successful and longest-running home shows in Canada and the U.S., including shows in Orlando, Minneapolis, Washington, D.C., Philadelphia, Vancouver, Calgary, Toronto and Montreal as well as its newest Shows in Denver, Indianapolis and Cleveland.

Expo Media owns and produces the Montreal International Tourism and Travel Show and the Quebec City Summer Holiday Show. Expo Media, a private company headquartered in Montreal, also manages the Montreal National Home Show and the Ottawa Home and Garden Show and acts as a consultant to Toronto's National Home Show, Fall Home Show and Metro Show, all owned by Marketplace Events.

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