



**PRESS RELEASE
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National Home Show: still N° 1 in 2010

Montreal, April 7, 2010 – The 31st edition of the Montreal National Home Show presented by RE/MAX in collaboration with Laurentian Bank, which was held March 19 to 28 at Place Bonaventure, was an overwhelming success, with 10% more decorating, renovation and landscaping enthusiasts passing through its turnstiles.

“These excellent results confirm that a visit to our event remains a must for anyone who is planning to build a house, landscape a yard, or launch a renovation or decorating project,” affirms H  l  ne C  t  , General Manager of the National Home Show.

“I thoroughly enjoyed greeting visitors and exhibitors during the show,” adds designer and television host Jean Airoldi, who was this year’s spokesperson for the event. “Quebecers are as motivated as ever, and with good reason. Quebec offers an exceptional selection of high-quality products and services as well as numerous talented experts. Visitors to the Home Show leave with great advice and all kinds of new ideas.”

A multi-faceted, crowd-pleasing Show

One of the many innovations introduced at the Show this year was a “Satisfaction” guarantee. Anyone not completely satisfied with their visit could complete a refund questionnaire at the administration office. The entire Show saw only nine visitors refunded.

Exhibitors were equally satisfied with the Show. This year’s Show had barely gotten underway when many exhibitors had already confirmed their attendance at the 2011 Show. “In one week alone, 49% of exhibitors renewed their space. That’s quite a vote of confidence! Our team is already at work planning next year’s Show, and we’ll once again ensure that we create an event that has something for everyone,” concludes Ms. C  t  .

Mark your calendars: the next edition of the National Home Show will be held March 18 to 27, 2011!

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 Event.

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