

# CANADIAN NATIONAL SPORTSMEN'S SHOWS ANNOUNCE NEW STRATEGIC RELATIONSHIP

MAY 23, 2007

Joining more than 100 years of combined experience in the outdoor sportsmen's category, Ontario OUT OF DOORS Magazine and the Canadian National Sportsmen's Shows will be starting the 2008 show season with a combined, not-to-be-missed platform for sporting and angling enthusiasts. Ontario OUT OF DOORS is taking its 15-year Spring Fishing Show tradition under the umbrella of Canada's largest fishing, hunting, and outdoor super show.

The passion and expertise of the largest, most influential all-fishing show in Canada—where Ontario's anglers flocked annually to shop for the latest equipment, newest boats and best fishing travel adventures—will now be accessible by one of the largest show audiences in Canada.

"We at Canadian National Sportsmen's Shows are very excited about forging a strategic relationship with Ontario OUT OF DOORS," says Walter Oster, Chairman and CEO, Canadian National Sportsmen's Shows. "Associating with the industry's leading publication, we are confident that working together we will bring greater value to both our consumers and exhibitors, while celebrating our great outdoors!"

"At Ontario OUT OF DOORS we are always looking to be affiliated with the leaders in the outdoor community," says Alison de Groot, Publisher, Ontario OUT OF DOORS. "That's why we are thrilled to be working with the Canadian National Sportsmen's Shows, the leading producer of consumer shows in the outdoor category. Together we will deliver the very best in outdoor information and entertainment to Ontario's angling and hunting community."

Ontario OUT OF DOORS looks forward to bringing even more expertise to the extremely popular Sportsmen's Show platform, giving industry participants a wider reach and expanded audience to better leverage their products. A staggering 150,000 attendees are expected at the Toronto and Ottawa Sportsmen's shows.

The magazine will become the exclusive Canadian outdoor publication of the Toronto Sportsmen's Show, the Ottawa Boat, Sportsmen's and Cottage Show, and the CNSS' Great Ontario Salmon Derby. The magazine's March fishing Annual will be expanded to include an extensive fishing and hunting gear guide to give consumers a sneak peek at what they can expect to see at the Toronto Sportsmen's Show. The February issue of the magazine will include the official Ottawa Boat, Sportsmen's and Cottage Show Fishing & Hunting show program. Delivering even more information to its audience of passionate anglers, these issues will become further entrenched as a fantastic method for advertisers to reach this unique and highly engaged audience.

The 2008 Toronto Sportsmen's Show will take place March 12 to 16 at the Direct Energy Centre, Exhibition Place and the 2008 Ottawa Boat, Sportsmen's and Cottage Show will take place February 21-24 at Lansdowne Park. The Great Ontario Salmon Derby runs July 5 to August 24, in the Canadian waters of Lake Ontario

#### About Ontario OUT OF DOORS

Ontario OUT OF DOORS Magazine is Ontario's largest and best-read outdoor sportsmen's magazine. Part of the Rogers Publishing group, Ontario OUT OF DOORS will be celebrating its 40th anniversary in 2008. With a circulation of more than 92,000 and a readership of more than 640,000, our mission is to inspire, enable and inform Ontario's anglers and hunters by providing the best how-to, where-to, and with-what information available to fuel our readers' passion for the outdoors. For more information visit [ontariooutofdoors.com](http://ontariooutofdoors.com).

#### About Canadian National Sportsmen's Shows

Established in 1948, Canadian National Sportsmen's Shows is Canada's largest producer of outdoor consumer shows, with offices located in Toronto, Calgary, Montreal and Vancouver. Canadian National Sportsmen's Shows has a professional and dedicated staff, skilled in bringing together exhibitors and consumers.

As a non-profit corporation, Canadian National Sportsmen's Shows is committed to conserving Canada's outdoors and instilling Canadian youth with an appreciation for nature and outdoor activity. Canadian National Sportsmen's Shows use the proceeds from these shows to support and promote outdoor campaigns and programs. Since the first show in 1948, more than \$28,000,000 has been committed to these projects and campaigns. Over the years, grants have been made to organizations such as the Fraser River Sturgeon Society, the Pacific Salmon Foundation, the Alberta Hunter's Instruction Association, the Credit River Anglers Association, the Toronto Sportsmen's Association, Project C.A.N.O.E., the Ontario Snow Resorts Association, and the Quebec Outfitter's Federation. For more information go to [www.sportshows.ca](http://www.sportshows.ca)