

News Release

For Immediate Release

July 2009

CONSUMER SHOW PARTICIPATION RESULTS IN NEW BUSINESS FOR RETAILERS

Seasons Christmas Show - November 20 to 22, 2009, International Centre

Mississauga, Ontario—Matrix North Events Inc. is pleased to be celebrating the 5th anniversary of the Seasons Christmas Show running at the International Centre November 20 to 22, 2009.

The show was developed to provide a marketplace for small to medium sized retailers to give them a business edge through 'face-time' with a new customer base.

Until the launch of Seasons in 2005 there was no industry specific consumer show that could satisfy the needs of gift retailers and assist them in driving sales and developing new customers. The fact that the show is now celebrating its fifth year solidifies that there was a need in the marketplace for this type of event.

"Consumer driven shows such as Seasons can have an enormous impact on small retailers," says Tracy McKnight, Show Producer. "In this competitive market, anything that gives the retailer more one-on-one time with new buyers helps increase customer relations and builds client relationships. And that's a formula for success."

The Seasons Christmas Show provides an all-encompassing shopping experience for consumers while creating an unparalleled seasonal marketing opportunity for businesses who look to prosper during the holiday buying cycle.

Designed to showcase the latest trends in seasonal décor, florals and greens, entertaining products and services, culinary products and unique gifts, Seasons offers a perfectly timed opportunity to create consumer awareness and sell direct to thousands of seasonally inspired shoppers.

The show's in-depth marketing campaign delivers a targeted female audience, 77% between the ages of 35 – 64 with 39% reporting incomes in excess of \$100,000.

The shows interactive and festive shopping environment treats consumers to a sensory overload of sites, sounds and smells while providing them with an marketplace overflowing with unique retailers, service providers and artisans from all over southern Ontario and beyond.

The Seasons Christmas Show is owned and produced by Matrix North Events Inc., an independent event producer with over 30 years of consumer and trade show experience.

For more information on the Seasons Christmas Show please visit www.seasonsshow.com. Potential vendors can contact 905-939-0693 or info@seasonsshow.com

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