



Press release For immediate release

DLC COMMUNICATION ANNOUNCES THE ACQUISITION OF THE MONTREAL EDUCATION FAIR AND TRAINING CAREER FAIR

Over 200 exhibitors and 35,000 young people and adults are expected at the 11th edition of the most comprehensive education, training and career annual gathering in the country from October 11 to 14, 2006, at Place Bonaventure.

MONTREAL, Wednesday, February 22, 2006 – DLC Communication inc., a private company specializing in the production of commercial exhibitions and special-events organizing, continues its strategic growth plans with the recent acquisition of the Education Fair and the Training Career Fair of Montreal, the most comprehensive education, training and career annual gathering in the country.

Since their inception in 1996, the Education Fair and the Training Career Fair have been operated by INEO inc., now a subsidiary 100%-owned by DLC Communication. For the INEO team, which continues to operate the fairs, this is an opportunity to bind their expertise and know-how with that of another experienced team working in the same field. The unified teams are already working actively on the 11th edition with renewed passion and enthusiasm.

“We’ve inherited a rich 10 years, representing strength and tradition in the public-fairs industry,” said Daniel Levesque, president of DLC Communication and new president of INEO. “While preserving the fairs’ assets and protecting their heritage, we will work to develop their components, develop and implement new ideas and, moreover, establish a unique team approach between the organizers, exhibitors, sponsors, partners and suppliers. We are eagerly pursuing the wonderful work initiated by Cristina Romero, the founder of the fairs.”

Daniel Levesque has more than 15 years experience in the fields of commercial exhibitions, event marketing, communications and publishing. He has been involved in the concept development, organization and management of close to 100 events at the regional, provincial, national and international levels.

Unique complementary fairs in the two biggest markets in Canada

The acquisition of the Education Fair and the Training Career Fair establishes a unique synergy between the Montreal and the Toronto markets: Daniel Levesque is also the founder and sole owner of The National Job Fair & Training Expo. Created in 2002 in Toronto, this fair has become the largest employment, education, training and career gathering in Ontario. This event is presented twice a year, in spring and fall. The 8th edition will take place on April 19 and 20, 2006, at the Metro Toronto Convention Centre. The event Web site address is www.thenationaljobfair.com.

This acquisition is the happy outcome of a strategic alliance initiated in 2005 between the Montreal and Toronto fairs. From now on, exhibitors, sponsors and partners of the Montreal fairs and the Toronto fair can deal with the same network through two major complementary event platforms in the two biggest markets in the country.

“The Education Fair and the Training Career Fair offer a privileged opportunity to accelerate the development of our activities in the Montreal area through an event well known in Quebec, in Canada and even on the international scene,” explained Levesque. “Our approach fits with the natural continuation of our activities and the framework of a strategic positioning in the Quebec-Ontario market.”

All Quebec and Ontario exhibitors interested in developing their market in the two provinces can now deal with the one team with whom they have developed a trusted relationship throughout the years. With the Education Fair and the Training Career Fair in Montreal and The National Job Fair & Training Expo in Toronto, all interested organizations can now benefit from the best participating conditions in the education, training, job and career fair industry.

Next edition in Montreal: October 11 to 14, 2006

The 11th edition of the Education Fair and the Training Career Fair will take place October 11, 12, 13 and 14, 2006, at Place Bonaventure, in Montreal. INEO is getting ready to welcome over 200 exhibitors and some 35,000 visitors. Since the launch of activities for the 2006 edition, exhibitors have reserved over 100 booths, showing a strong interest in the event. This is also a much stronger start compared to last year's.

The Education Fair, which lasts four days, is for teenagers (high school students on field trips) and adults, while the Training Career Fair, a two-day event, is for adults only. The fairs are invaluable communication and dialogue tools that link the needs of the labour market with the training of the labour force. The fairs bring representatives from the education, training, career and employment fields together under the same roof and are dedicated to those looking for academic and career advice, those wishing to improve their skills and those looking for a career or a job that fits their personal aspirations. Visitors can find information on various career opportunities, on the scholastic path that can lead them to their goals, as well as job opportunities in various sectors.

In the coming years, the fairs are bound to play an even a bigger role in the community, as education and training are playing an increasingly important role in career planning and in a future that will simultaneously meet the aspirations of individuals and the needs of a labour market transformed by globalization.

About INEO

INEO has been involved in the world of education and training for more than 15 years. Our team of professionals is committed to creating special events and interactive tools to connect the worlds of education, training, careers and employment. The INEO mission: to educate, to communicate, to innovate!

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