



OIL SANDS TRADE SHOW & CONFERENCE

MOVES BACK TO FORT MCMURRAY

Organizers announce moving the Show back to its roots

Fort McMurray, Alberta, Canada: January 29, 2010 – Organizers of the renowned Oil Sands Trade Show & Conference have announced that the annual event will move back to Fort McMurray at the Suncor Community Leisure Centre at MacDonald Island, to be held on September 14 & 15, 2010.

“We are ecstatic to be moving the event back to its original roots. It was always our intention to bring the Oil Sands Trade Show & Conference back to Fort McMurray, the heart of oil sands community,” said Wes Scott, Event Director of organizer dmg world media. “With a newly refurbished venue at Suncor Community Leisure Centre, and expanded infrastructure in Fort McMurray, we are looking forward to bringing back the people, the projects and the technology.”

The event was moved from Fort McMurray in 2007 to Edmonton, where the event grew exponentially in exhibit space due to larger venue and infrastructure possibilities. With the completion of the Suncor Community Leisure Centre, and more accommodations available to exhibitors and visitors, the move back allows the event to focus on the core innovations and services that drive the oil sands industry. The event has been in existence since 1985, and over the years has featured between 400 and 700 exhibiting companies, with 4,000 – 10,000 registered visitors attending.

“We are extremely excited about the return of the Oil Sands Trade Show & Conference,” says Mayor Melissa Blake of the Regional Municipality of Wood Buffalo. “Wood Buffalo is the heart of Canada’s energy future and our industry is at the forefront of sustainability. The Oil Sands Trade Show is an opportunity to recognize challenges and find further solutions within our community.”

The Oil Sands Trade Show will feature over 100,000 net square feet of exhibits, 400 exhibiting companies, and over 4,000 registered attendees. The exhibition will be housed in five areas of Suncor Community Leisure Centre at MacDonald Island, and will focus on the latest technology, products and services for the oil sands industry, and will include an outdoor area showcasing heavy equipment.

“MacDonald Island has played a key role in helping to bring this important event back to Fort McMurray,” says Tim Reid, COO of Suncor Community Leisure Centre at MacDonald Island. “We now have the ability and infrastructure to host the Oil Sands Show on a better scale and are very pleased that we are able to accommodate this renowned industry event.”

Social networking events such as a golf tournament and a large industry reception, the annual Athabasca Oil Sands Conference, and training sessions will be held alongside the exhibition. Flexible exhibition hours for those working in the field or at the plants will offer attendees the chance to attend after work hours, and with their families if they choose.

A key player in the support of the Oil Sands Trade Show will be Keyano College, one of Alberta’s leading educational training, certification and apprenticeship colleges with specific focus on the oil sands sector.

Other key supporters of the event are the Oil Sands Developers Group, and a host of media partners from across North America.

Learn more details about the Oil Sands Trade Show & Conference at www.oilsandstradeshows.com.

-30-

For more information, photo and interview requests, please contact Paula Arnold, Group Marketing Manager, dmg world media at (403) 473-2854 or by email at paulaarnold@dmgworldmedia.com.

