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PRESS RELEASE

## BY HAND ALBERTA MOVES TO THE MAIN FLOOR OF REXALL PLACE FOR SUMMER 2008 AND WILL INTEGRATE INTO MAIN BODY OF ALBERTA GIFT SHOW BY 2010

DMG World Media has agreed to move By Hand, Canada's Artisan Gift Show from Rexall Place into the main body of the show for the winter 2010 February edition. The timing will coincide with the scheduled completion of renovations to Northlands Park. For the next three Alberta editions (beginning August 17 – 20, 2008), By Hand will relocate from the concourse level to the main floor of Rexall Place.

“This is great news on two fronts” says By Hand’s John Ladouceur. “In the short run we get better positioning on the main exhibition floor of Rexall and when the new buildings are completed we will get a prime spot in one of the highest traffic buildings. It shows how important DMG feels we are to the future of the Alberta Gift Show.”

At Northlands, construction of the new Hall E should be completed in the fall. Demolition of Sportex will commence when the 54,000 sq ft Hall E is finished. Sportex (75,000) will be replaced with Hall F (38,000), Hall G (29,000) and Hall H (35,000). They will have divisible walls that can be opened for a contiguous 102,000. They will also build a ballroom (carpeted) of 16,000. The targeted completion of everything is the beginning of 2010.

By Hand is the country’s premier gift show featuring the finest Canadian handmade work by artisans, artists and designers. Shows take place in January in Toronto and twice per year in Vancouver (March & September) and Edmonton (August & February).

For more information please visit [www.byhand.ca](http://www.byhand.ca) or contact:

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