

The logo features a stylized green leaf with three smaller leaves branching off to the left, positioned above the word "Spring" in a green, cursive font. Below "Spring" is the word "Cottage Life" in a large, bold, black sans-serif font. To the right of "Cottage Life" is the word "SHOW" in a green, bold, sans-serif font.

Spring Cottage Life SHOW

March 28–30, 2008 INTERNATIONAL CENTRE, 6900 AIRPORT ROAD

*It's going to be another great cottage season!!
Let it begin at The Spring Cottage Life Show.*

February 19, 2008, TORONTO, ON: For the 15th year, The Spring Cottage Life Show is once again coming to the International Centre the last weekend of March (March 28 – 30, 2008). This annual event is a three-day, pre-season event for cottagers everywhere, created for cottagers, by cottagers. A must-see for cottagers, it's the only show of its kind featuring more than 475 cottage-related exhibitors and interactive feature areas and seminars.

"The 2008 show is going to be very exciting," enthuses Show Director, Ian Forsyth. "We have added some amazing new features that will appeal to all cottagers. We're hosting a dock party, and we even have dogs! We have always said there is something for everyone at The Spring Cottage Life Show – this year it's truer than ever!"

New for 2008, the folks at The Spring Cottage Life Show will be throwing a Dock Party! Promising to be the social centre of the Show, there will be three sampling stations of this year's hottest "docktails". Fully 'docked out', this feature area will have all the prerequisites of a real lakeside party: lounge chairs, water toys, cool beverages, great music, and sunscreen.

New for 2008, Dock Dogs will be competing in 'big air' jumps in a self-contained lake setting. All will be able to enjoy the spectacle of the international competition taking place at The Spring Cottage Life Show. Sadly, you can't bring your own dogs, no matter how good they are at jumping!

"The great thing about the sport is that you don't really need to train or be a great athlete," says Executive Director of Ontario DockDogs, Erin Braybrook. "You just show up, throw your toy in the pool, and see how your dog does. It's just good fun!"

Among the other features and exhibits you can see at the show: visit over 100 local cottage country agents from every region in the Cottage Real Estate Centre, learn how to minimize your environmental impact in the ever-popular Green Cottage feature area, and attend interactive cooking demonstrations from *Cottage Life* magazine in the Cottage Kitchen.

- 30 -

For More Information:

Stacie Smith

(416) 910-8112

Stacie@CottageLife.com