



WEDNESDAY, AUGUST 10, 2011

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

EXHIBITION DAY ONE ATTENDANCE STRONG

Kick off day of the 2011 Saskatoon EX saw 29,160 people through the gates, up 33% from last year's Tuesday attendance.

See you at the EX!

Saskatoon PrairieLand Park Corporation is a world-class destination for major programs, events, and entertainment. PrairieLand Park produces, hosts and facilitates extraordinary events through superior, first-rate customer service. For more information about PrairieLand Park, visit www.saskatoonex.com.