



FOR IMMEDIATE RELEASE
October 21, 2011

MediaEdge Communications acquires ApEx foodservice show

HALIFAX – MediaEdge Communications has acquired the ApEx Show from the Canadian Restaurant and Foodservices Association (CRFA). As the event title sponsor, CRFA will work closely with MediaEdge to develop and promote the ApEx show, starting with the 2012 edition on April 15 and 16 at Exhibition Park in Halifax.

“We’re thrilled to be building on our very successful relationship with the CRFA, and we are committed to delivering an event that will be as beneficial as possible for Atlantic Canada’s hospitality and foodservice industry,” said Chuck Nervick, Vice President of MediaEdge.

The acquisition of ApEx complements the existing partnership between MediaEdge and CRFA, which includes a member magazine and industry website. CRFA is also the title sponsor of the Alberta Foodservice Expo, which is owned and operated by MediaEdge.

“MediaEdge has consistently delivered on their commitment to provide our members with top-quality publications and events,” said Garth Whyte, CRFA President and CEO. “We look forward to working together to make the ApEx show an even bigger and better event for delegates, exhibitors and sponsors.”

In conjunction with the ApEx acquisition, show manager Ellen Scanlan has moved from CRFA to the MediaEdge team. “Ellen is a highly respected and talented show manager,” said Nervick. “We’re very pleased that she has joined MediaEdge Communications and will continue to manage the ApEx show.”

Planning for the 2012 show is already well underway. It will feature a wide range of offerings, including exhibits of leading-edge products and services, an in-depth educational program, industry awards, networking events, special pavilions, cooking stages, and much more.

About MediaEdge Communications Inc.: *For more than 20 years, MediaEDGE has launched, managed and produced market-leading, well-recognized, print and digital publishing, conference and trade show products within a variety of industry-specific sectors, positioning MediaEDGE among the most respected organizations in this field.*

About CRFA: *CRFA is Canada's largest association dedicated to the foodservice industry, with 30,000 members representing restaurants, bars, caterers, institutions and other foodservice providers, as well as suppliers to the industry. Through government lobbying, money-saving programs, and access to the latest news, research, products and services, CRFA helps its members across Canada to grow and prosper.*

-30-

Media Contacts:

Chuck Nervick, Vice President, MediaEdge Communications Inc.
chuckn@mediaedge.ca; Tel: 416-512-8186 x 227

Jill Holroyd, Senior Vice President, Marketing and Communications, CRFA
jholroyd@crfa.ca; Tel: 416-649-4217