



FOR IMMEDIATE RELEASE

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MediaEdge Communications and GFS Atlantic partner on 2014 ApEx foodservice show

HALIFAX, NS – MediaEdge Communications and GFS Atlantic Canada are pleased to announce their new partnership for ApEx 2014, one of Canada’s longest standing foodservice industry events. The event will be held on April 13 and 14 at Exhibition Park in Halifax, NS and the CRFA (Canadian Restaurant and Foodservices Association) will be the title sponsor.

“We are very excited to be adding the annual GFS Atlantic Spring Food, Tabletop and Supplies Show to ApEx 2014,” says Chuck Nervick, Senior Vice President at MediaEdge. “GFS has always delivered an excellent event for its valued clients and their supporting exhibitors represent many of Canada’s largest and most recognizable organizations. Both ApEx and GFS Atlantic Canada understand the busy lifestyles of foodservice professionals, so combining these events into one super show makes logical and strategic sense for a wide variety of reasons. ApEx 2014 will have a larger and more diverse exhibit floor, increased attendance, more on-floor activities, a larger array of food/beverage samples and much more. ApEx 2014 will deliver an experience that Atlantic Canada foodservice professionals have not seen in a number of years.”

Through this exciting collaboration, over 250 foodservice and hospitality companies will showcase their products, services and more on the ApEx tradeshow floor. All facets of the industry will be represented from an event attendee perspective, including independent and chain restaurants, institutions, clubs, bars, pubs and hotels.

“We are very excited to be adding our long-standing and successful show to ApEx 2014,” says James Watson, Director of Marketing and Procurement for GFS Atlantic. “The addition of our event exhibitors and delegates will make ApEx an even larger and more exciting event for delegates to enjoy. We are adding many new show components to ApEx and, in conjunction with MediaEdge Communications, the owners and operators of ApEx, we are very much looking forward to the positive end results of this combined foodservice & hospitality industry event.”

ApEx has been Atlantic Canada’s premier foodservice and hospitality show since 1954. With the combined leadership of MediaEdge Communications and GFS Atlantic, ApEx 2014 promises to provide unprecedented value to attendees and delegates. There is no charge to attend the event. For more information on ApEx 2014, please visit <http://apextradeshow.ca/>.

CRFA Maritime Canada Restaurant Industry Statistics (NS, NB, PEI combined):

Direct jobs: 60,500

Total revenue forecast for 2014: \$3.3 billion

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 the field.*

About GFS Atlantic: *At Gordon Food Service, our name describes our passion—we're family-owned, we love the food business, and we are devoted to serving our customers. The entire Gordon Food Service team carries this passion forward into thousands of daily business transactions, all aimed at exceeding our customers' expectations.*

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 industries, 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.*

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