



NEWS RELEASE

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For Immediate Release... To all editors: Please report this news in your publication and enter the show dates and location on your published list of upcoming conferences and exhibitions.

Food and beverage buyers will discover the world's offer at

**SIAL MONTREAL 2005
North America's International Food Market
April 13-15, 2005 in Montreal, Canada**

MONTREAL, CANADA – February 2005... Montreal is preparing to welcome the 3rd edition of SIAL Montreal, the International Food & Beverage Exhibition for North America, next April 13-15, 2005. From Wednesday to Friday, food and beverage buyers will have the opportunity to get a first-hand look at new international products displayed by 735 exhibiting companies from 40 countries. SIAL Montreal is expected to draw 14,200 industry professionals at the Montreal Congress convention center in the heart of downtown Montreal, and adjacent to hotels, restaurants, shopping and tourist attractions. Montreal is the economic and cultural capital of Quebec with 3.4 million residents. The multicultural city has over 5,000 restaurants, bistros, cafes, making Montreal a food lover's paradise.

As of February 1, 80% of the exhibition area had already been reserved at SIAL Montreal. Those countries and regions holding pavilions include: Australia, Belgium, Canada, Caribbean, Chile, Denmark, Dominican Republic, El Salvador, France, Germany, Honduras, Iran, Italy, Jamaica, Lebanon, Malaysia, Morocco, Pakistan, Plan Gourmet Europe (Spain, France, Italy and Portugal), Syria, Tunisia and the United States. In addition, individual companies will be exhibiting from Argentina, Korea, Costa Rica, Ecuador, India, Mexico, Philippines, Portugal, Romania, Taiwan, Thailand, Turkey, Saudi Arabia, Singapore, ...

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Food and beverage buyers will discover the world's offer at SIAL MONTREAL 2005 - page 2

To date, the official USDA-endorsed USA Pavilion at SIAL Montreal has reserved 95% of Pavilion's exhibit space. Exhibiting companies include Fresh USA Tomatoes (Florida & California), Kozy Shack, Preferred Popcorn and Sun-Maid Growers of California. Tim Sword, Activity Manager of Food Show Plus affirms, " Over the years, SIAL Montreal has proven itself as the best venue for US food companies seeking access to the heart of the Canadian food distribution industry, our first export market."

Organizers are also seeing heightened interest from U.S. food and beverage industry associations. For the second year, the Vermont Grocers' Association is organizing a day trip by coach for members to attend the show. The Frozen & Refrigerated Food Association of New England is offering a visitor's package for members. Grocers' associations in Michigan, North Dakota and Missouri are also promoting the show to members.

For the first time, SIAL Montreal will feature the 1st international extra virgin olive oil awards, named the "SIAL Montreal Olive D'Or 2005". This new olive oil showcase, unique to North America, will be held in the main exhibition hall. Winners of the Golden Droplets, Silver Droplets and Bronze Droplets will be awarded during the show.

The "Innovations Showcase" located at the center of the exhibition displays new products that reveal the current trends and innovations in the food and beverage sector. Over 50 new products were revealed at SIAL Montreal 2003.

By registering to visit SIAL Montreal 2005 online at www.sialmontreal.com, attendees will receive a free catalogue, save on registration cost and avoid standing in line at the show. Ordered online, the visitor badge and show catalogue cost CN\$30 (US\$ 24); waiting to purchase them at the exhibition will cost CN\$45 (US\$ 36). The SIAL Montreal website also features a list of preferential hotel rates in Montreal. All reservations must be completed by March 9, 2005 to receive the best discount rates.

The show is part of the SIAL group of shows produced by Paris-based EXPOSIUM, #1 trade show organizer in France. SIAL MONTREAL is one of four SIAL exhibitions produced in the world, the largest being held in Paris since 1964.

SIAL only admits food industry professionals and is exclusively devoted to food and beverage products and services, serving the needs of all market segments including large-scale distribution, trading companies, import-export, wholesale distribution, specialty retail, foodservice as well as food manufacturing.

For more information on the SIAL Montreal trade exhibition, contact Colleen Callan at IMEX Management, tel: 877-544-8444 or 704-365-0041, fax: 704-365-8426; email: sialmontreal@imexmgt.com; websites: <http://www.sialmontreal.com>, www.imexmgt.com.

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