

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

Mark your calendars for the 2012 Canadian Home Improvement Show!

This year's show features new show days, A-list entertainment, industry experts and more exhibitors than ever before.

TORONTO, April 02, 2012 — Mark your calendar for the Canadian Home Improvement Show (CHIS). The new show days will now be Wednesday, November 28 and Thursday, November 29, 2012 at the Toronto Congress Centre.

This year's annual dinner is better than ever. Hosted by comedian **Mike Bullard** and featuring famed bluesman **Colin James**, the Wednesday-night event truly promises to entertain.

As a result of the success of last year's education program, the Johns Manville Dealer Conference by HARDLINES has been expanded to a full morning of presentations to grow your business.

"The CHIS show is building and growing to provide a knowledge-based experience for its attendees by expanding the conference portion, as well as focusing on new products and product demos" said Dave Campbell, President of LBMAO. "Our attendees tell us that new goods are the lifeblood of the industry – as well as product knowledge. We intend to provide a forum that offers both."

"Dealers will get the lowdown on housing starts and their impact on the home improvement business," said Michael McLarney, founder and editor of the Hardlines newsletter, "as well as insights into one of the hottest topics in retail today – how to capitalize on social media."

Attendees won't want to miss these business-building presentations:

- **Consumer and Economic Trends in Home Building** – presented by **Peter Norman, Chief Economist at Altus Group**. Mr. Norman is an industry-recognized urban economist and forecaster specializing in economic and demographic analysis, construction economics, building products, and forecasting.
- **Retailer Best Practices** – presented by **Martha Konantz, President, North American Lumber**. Ms. Konantz heads up a major chain of small yards throughout Western Canada. Hear one of Canada's leading regional building supply dealers share her experience building the business in a slow economy, dealing with succession issues, and positioning her company's stores for future growth.

- **Retail Success with Social Media** – The hot-button issue for dealers today is how to manage the conversation with your customers in the electronic age. Our expert will give you guidelines for building your business online.

So, mark your calendars now for the 2012 Canadian Home Improvement Show: “We Continue to Build”.

Show Details:

Venue: Toronto Congress Centre (North Building)

Date/Time: Wednesday, November 28 (9am-4pm) and Thursday, November 29, 2012 (9 am-3 pm)

Contact: Candice Ragoonanan, 519-200-1546;
info@canadianhomeimprovementshow.com

About the Canadian Home Improvement Show

Hosted annually by the Lumber and Building Materials Association of Ontario (LBMAO), the Canadian Home Improvement Show (CHIS) is the industry trade event where Ontario home improvement retailers come to purchase and see new products. Based in Toronto, CHIS has always provided a true buying show experience and we will now be expanding the show into a conference component to encompass knowledge and training. We continue to connect Ontario retailers with national suppliers from all home improvement sectors.

www.canadianhomeimprovementshow.com

About the Lumber and Building Materials Association of Ontario (LBMAO)

The Lumber and Building Materials Association of Ontario, Inc., established in 1917, is a non-profit association comprised of Ontario retailers of lumber, building materials and hardware as well as suppliers who are manufacturers, distributors, buying groups, wholesalers or service firms selling products or providing services to the retail lumber, building materials and hardware trade.

www.lbmao.on.ca

About HARDLINES and the Johns Manville Dealer Conference

HARDLINES is a specialized information publishing company dedicated to helping home improvement managers and executives run their businesses better with information, news, research and connections. As the single most authoritative voice of the retail home improvement industry in Canada, HARDLINES provides weekly news, special reports and annual updates. The Johns Manville Dealer Conference by HARDLINES is an important forum for dealers, buyers and vendors to network. HARDLINES has been providing market intelligence, defining trends and generating analysis for retail home improvement executives for more than 16 years.

www.hardlines.ca