

For Immediate Release
September 25, 2007

Battlefords promoted at Oilsands Trade Show

Ambassadors from the Battlefords traveled to Edmonton, Alberta last week for the Oilsands Trade Show and Conference to raise awareness of opportunities that exist in the region for oil and gas related businesses.

The objective of the trip was to promote the advantages of the Battlefords to the oil and gas service and supply sector. "Exploration and production of energy resources is increasing in Saskatchewan and many companies are looking for a base of operations in the province," says Battlefords Regional Economic Development Authority (REDA) General Manager Ryan Bater, "Many of the companies we met showed considerable interest in what our community has to offer."

Advantages of the community include close proximity to the heavy oil region in Northwest Saskatchewan, strong transportation infrastructure, and availability of land resources. "North Battleford was recognized as a strategic location for transportation, boasting TransCanada and other major highway trade routes, rail access, and air service for business," says City of North Battleford Director of Business Development Denis Lavertu. "The trade show provided a captive audience when it came to investment opportunities and the availability of affordable commercial and industrial land in North Battleford."

Attendance at the trade show is part of a larger effort to raise awareness of the Battlefords to the energy service and supply sector. The community was represented at the GO- EXPO Oil & Gas Exposition in June and future plans include attendance at additional energy sector events. The Battlefords REDA is also part of a new regional initiative designed to promote the broad region to the energy sector called saskoilpatch.com.

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