



News Release

For immediate release
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London Convention Centre Wins Gold

The London Convention Centre today announced that its integrated marketing campaign "**You Should Be Here**" has been recognized by Hospitality Sales & Marketing Association International (HSMIA) as a **GOLD** winner in the 2008 Adrian Awards competition. The London Convention Centre's (LCC) winning campaign entry includes the new logo, print advertising, and website.

"We are extremely proud of the LCC brand and are thrilled that our work has been recognized internationally with a GOLD Adrian Award," stated Lori Da Silva, LCC General Manager, "Positive reviews from our peers and colleagues in this highly competitive business suggests we have hit a high standard."

The LCC launched its "You Should Be Here" rebranding campaign in early 2007 to position the convention centre as an effective convention partner providing flexible and customized "fitted" packages tailored to customer needs, ensuring a successful event for organizers and participants.

"Out of almost 1,300 entries submitted this year, your entry was judged as one of the best, in the category of integrated market campaign for consumers – convention center type, by expert hospitality, travel, tourism and media professionals," wrote Fran Brasseur, Executive Vice President of HSMIA.

The Adrian Awards are presented by HSMIA, an international organization of sales and marketing professionals representing all segments of hospitality, travel, and tourism. The awards honor creative brilliance and best practices in hospitality, travel and tourism related marketing. In its fifth decade, the HSMIA Adrian Awards has grown into the world's most renowned and prestigious advertising, public relations and web marketing competition, specifically tailored for the travel industry.

Redchair™ Branding of Burlington, Ontario developed the LCC brand and integrated the campaign in various mediums including Web 2.0 and media advertising. *"We are very pleased to have won this distinguished international award on behalf of the London Convention Centre,"* stated Gerry Visca, Creative Director, Redchair™ Branding. *"Great work requires a great client."*



As a GOLD winner, the “You Should Be Here” campaign will now advance to the select platinum award judging. All award recipients are recognized at the 2009 Adrian Awards Gala in January 2009 at the New York Marriott Marquis.

The London Convention Centre with over 63,000 square feet of exceptional meeting space for groups of 30 to 3000, enjoys a stellar reputation for creating memorable events. From international conventions and corporate events to industry trade shows, the London Convention Centre creates exceptional experiences through superior personal service and quality facilities.

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