



For immediate release

April 11, 2008

TRUSERV CANADA HONOURED WITH DISTINGUISHED AMBASSADOR PLAQUE

(WINNIPEG) The Winnipeg Convention Centre and the City of Winnipeg will honour **TruServ Canada Inc.** with induction into its prestigious Ambassador Plaque program.

The dedication of this plaque is in recognition of TruServ Canada's outstanding contribution to the planning and organization of their Spring and Fall National Buying Shows. Twice a year, TruServ Canada brings in an average of over 400 major manufacturers and over 300 independent retailers into the Winnipeg Convention Centre. TruServ Canada joins a group of highly distinguished organizations on the Centre's ***Wall of Fame***, located just inside of the York Avenue entrance.

TruServ Canada is a 100% retailer-owned Canadian Company with over 780 stores located from Coast to Coast and in the Northwest Territories, Nunavut, and the Yukon. The Head Office and Distribution Centre are centrally located in Winnipeg, with a second Office in Mississauga, Ontario and another Distribution Centre in Kitchener, Ontario.

TruServ Canada provides a complete program of products and services to the following retail banners: True Value, V&S, FS Partners and Country Depot. TruServ Canada enables individually owned stores to effectively compete with mass merchandisers and chain store organizations.

Klaus Lahr, General Manager of The Winnipeg Convention Centre, notes, "With other recent recognition such as the 2007 Newsmaker of the Year at the Hardlines Conference for a retail organization that has distinguished itself in the news and in the industry, as well as one of Manitoba Business Magazine's Top 100 companies, we are thrilled to make this a 'hat trick' of honours for TruServ".

The Winnipeg Convention Centre, in conjunction with the City of Winnipeg, initiated the Ambassador Plaque Program in 1994 to recognize those individuals and groups whose efforts have been integral to bringing events, activities, conferences and conventions to our City. These people have a tremendous impact on this community, on both a social and economic level, as well as on the City of Winnipeg and the Convention Centre.

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