

Visit the CNE after 5pm—Get in for \$5!

Mid-week gate promotion cuts admission by more than half!

(Toronto, Ontario) August 27, 2006—The CNE announced today the creation of a special gate promotion called *Five After Five*. Anyone visiting the CNE after 5pm on Tuesday, August 29th, Wednesday, August 30th and Thursday, August 31st will attend for \$5.00. Regular adult admission for The EX is \$12.00 and \$8.00 for students and seniors.

According to David Bednar, General Manager for the CNE, the discount offer is being used as an enticement for impulse visitors. "This has been a strong year for the CNE," said Bednar. "Most of our fairgoers plan ahead to visit The EX with family and friends. This promotion targets the person who may want to visit the CNE on a whim, to get a jump on Christmas shopping, to see one of the evening spectacles or just to get away for a couple of hours."

Typically, attendance at events such as the CNE tends to decline in the evening. The *Five After Five* gate promotion aims to provide an incentive for anyone looking for a fun evening. "If you haven't been to The EX at night, this is the perfect opportunity," said Bednar. "With the colourful lights, the music and great performances, the CNE is a magical place at night—it's should be experienced at least once."

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