

Press Release
For immediate release

The Peel Basin Entertainment Complex Support Coalition Welcomes the Coulombe Report

Montreal, March 9, 2006 – The Peel Basin Entertainment Complex Support Coalition, initiated by Tourisme Montréal and the Board of Trade of Metropolitan Montreal, welcomes the report released today by the interdepartmental committee charged with evaluating the project to relocate the Casino de Montréal.

"True to form, Guy Coulombe, who is responsible for the report, has explained the issues following an objective, thorough and rigorous review of the facts," stated Isabelle Hudon, co-chair of the Coalition and president and CEO of the Board of Trade of Metropolitan Montreal. "Indeed, by identifying a number of conditions that must be met to assure success, Mr. Coulombe has underscored the ambitious nature of the project proposed by Loto-Québec. That being said, the proposal to continue the consultative exercise represents first and foremost, in our opinion, a call for us to make a real effort to overcome the challenges.

"The Coalition is especially pleased that Mr. Coulombe has recommended that an issue table be set up and supported by a facilitator," Hudon continued. "In fact, we are arriving at a critical point where all stakeholders must develop a common understanding of both the benefits and challenges of the project. We are particularly hopeful that this table will allow everyone the opportunity to express their concerns and in particular to turn these concerns into concrete improvements to the project.

"The Coalition's support for the Peel Basin Entertainment Complex is founded on the conviction that this project is not only a major economic, tourism and cultural development lever, but that it also greatly contributes to the revitalization of a city sector where the need is genuine. In emphasizing the importance of taking all of the possible impacts into consideration, the Coulombe report is also recognizing this unique potential. Within this context, we have a collective duty to remain open-minded and to work in good faith towards the best possible project for Montreal and all of its citizens," concluded Hudon. "For all of these reasons, we thank Mr. Coulombe for his responsible contribution to the analysis and understanding of the project."

About the Peel Basin Entertainment Complex Support Coalition

Co-chaired by Charles Lapointe, president and CEO of Tourisme Montréal, and Isabelle Hudon, president and CEO of the Board of Trade of Metropolitan Montreal, the Peel Basin Entertainment Complex Support Coalition focuses on bringing together the principal stakeholders who support the project and coordinating their efforts to highlight the benefits and positive spin-offs in order to assure a better understanding of the initiative.

The Coalition members are:

- Tourisme Montréal
- Board of Trade of Metropolitan Montreal
- Aéroports de Montréal
- Air Canada
- Hotel Association of Greater Montreal
- Quebec Hoteliers Association
- Crescent Street Merchants Association
- Chambre de commerce et d'industrie du Sud-Ouest de Montréal
- Quebec Gay Chamber of Commerce
- Destination Centre-Ville
- Fédération des chambres de commerce du Québec
- Montreal's major events:
 - Équipe Spectra (Montreal International Jazz Festival, Francofolies, Montreal International Film Festival, Montreal Highlights Festival, La Grande Mascarade)
 - Just for Laughs Group
 - Tennis Canada (Rogers Cup)
- Regroupement des hôteliers du Vieux-Montréal
- Société de développement commercial du Vieux-Montréal
- Société des attractions touristiques du Québec (SATQ)
- Société du Havre de Montréal
- Old Port of Montreal Inc.
- Transat A.T. Inc.

- 30 -

Source:

Board of Trade of Metropolitan Montreal

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