



## CPS VIEWERSHIP GROWING! SPRING IS COMING!

Hotels in the city are busier than ever! 2008 is expected to be a very busy year in Saskatoon with events, conventions and activities all year long! As a result, we are finding through our clients, that Saskatoon's exposure to the travelers and guests to our file city through The City Profile Show is generating significant visitor interest into what's happening in Saskatoon. The services provided on the show informs visitors about all amenities available to them while they enjoy their stay in Saskatoon. We are looking forward to improving CPS by adding a glossy insert for each guestbook for each participating hotel, to help draw attention to the show!

### WE WELCOME NEW CLIENTS WHO JOINED CPS!



We are very excited to announce new clients now enjoying the benefits of being a valued CPS Advertiser of the City Profile Show: Dakota Dunes, The Odeon, The Definitely You Spa, and The Cave.

We anticipate more great reviews from their clients as they experience the exposure to The City Profile!

### DAYS INN JOINED CPS!

We welcome the Days Inn as a new distributor of The City Profile Show!

*"This was a wonderful introduction to the City and the Province."*

- Paulette D. Poirier  
Edmonton, AB

## OTHER CPS NEWS

CPS is launching The City Profile Show in Regina and Calgary very soon. This expansion will introduce the show to more viewers who can access the businesses in those cities. These new additions to the show will offer a chance to increase their visibility by the authentic experience the viewers get through watching the show.

## ANNOUNCING CPS HAS PARTNERED WITH TOURISM SASKATOON

CPS now has a direct website link [www.tourismsasktoon.com](http://www.tourismsasktoon.com). Tourism Saskatoon receives over 50,000 unique visits a month! CPS is in the Tourism Guide Book - Drawing attention and viewers to the show. CPS is proudly displayed every minute on the Odeon Event Centre electronic sign, visible for all to see on Second Avenue! CPS is also linked on the Odeon website!

