

Press release

FOR IMMEDIATE RELEASE

The MONTRÉAL HIGH LIGHTS Festival rolls out its festive winter menu in the city starting February 21

Montréal, February 21, 2008 – Today, the much-anticipated MONTRÉAL HIGH LIGHTS Festival kicks off in the heart of the city for the ninth year running. Over the next 11 days, a variety of activities, workshops, conferences, tastings and live shows are slated for this winter celebration that draws more and more people from around the world each year.

"It is with great pleasure and much pride that Montréal welcomes the 2008 edition of this festival celebrating the rich cultural landscape and incredible artistic and culinary diversity of our city," announced Charles Lapointe, President and Chief Executive Officer of Tourisme Montréal. "The legendary hospitality of Montrealers and their innate sense of sharing combined with the vision and daring of talented men and women have given birth to prestigious annual events such as the MONTRÉAL HIGH LIGHTS Festival, making Montréal a beacon of culture in North America year-round. Tourisme Montréal is delighted to be associated, once again this year, with this dazzling urban festival that puts Montréal in the spotlight on the international scene," Mr. Lapointe concluded.

Thanks to its three distinct components—gastronomy, performing arts and the celebration of light—the MONTRÉAL HIGH LIGHTS Festival brings together a public with wide-ranging tastes, inviting them to savour a vast variety of cuisines and wines from around the world, enjoy the talent of artists from here and abroad, and take part in the many outdoor festivities scheduled.

Among the multitude of events, activities and free performances, the Montréal Downtown & Underground Event and the Montréal All-Nighter, two highly popular happenings among festival attendees, are celebrating, respectively, their third and fifth years as part of this urban winter celebration bound to please adults and children alike.

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Tourisme Montréal is responsible for providing leadership in the concerted efforts of hospitality and promotion in order to position the destination on leisure and business travel markets. It is also responsible for developing Montréal's tourism product in accordance with the ever-changing conditions of the market.