



SCOTIABANK RING OF EXCELLENCE LAUNCHES AT THE ROYAL AGRICULTURAL WINTER FAIR

TORONTO, Tuesday, October 25 – [The Royal Agricultural Winter Fair](#) is pleased to announce its significant partnership with Scotiabank and is honoured to launch, for this year's 10-day event, the Scotiabank Ring of Excellence. Spanning over 14, 000 square feet – 40 per cent more ring space than previous years – with seating for 1,200, the Scotiabank Ring of Excellence is the official stage area dedicated to the showing and competition of livestock at The Royal.

The most notable enhancements to this year's arena include a new three-sided, horseshoe-shaped seating layout that will offer optimal visibility to the whole ring. The new layout is designed to maximize the amount of competitions that can be seen, but also serves to create a more intimate environment for all stakeholders. In addition, the marshalling area will be larger, allowing for a smoother show experience for exhibitors. The announcer's table will also have a more prominent location, creating a distinct competition arena.

The ring will boast more brilliant overhead lighting that will be more crisp and better showcase the animals. An over sized LCD video wall measuring 20' by 15' will allow The Royal to showcase Grand Champions and display show information.

"This year's Scotiabank Ring of Excellence will provide an enhanced experience to Royal visitors," said Bob Jadavji, Chief Executive Officer, Royal Agricultural Winter Fair. "We are confident that the Scotiabank Ring of Excellence will be widely praised and appreciated by the many competitors, committee members and industry leaders who will frequent the area during The Royal."

The markedly upgraded ring will not only impress spectators, but also provide significant branding opportunities for the events' sponsors.

"Scotiabank has a long and rich history of supporting agriculture and youth at The Royal. We are pleased to once again be part of this fantastic event, and particularly the Ring of Excellence, which will provide a great showcase to the very best in Canadian livestock," said Peter Brown, Director of Agriculture, Scotiabank.

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With more than 70,000 employees, Scotiabank Group and its affiliates serve some 18.6 million customers in more than 50 countries around the world. Scotiabank offers a broad range of products and services including personal, commercial, corporate and investment banking. With assets above \$567 billion (as at July 31, 2011), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit

www.scotiabank.com.

Running from Friday, November 4th to Sunday, November 13th, 2011, at Exhibition Place in Toronto, The Royal Agricultural Winter Fair is the world's largest combined indoor agricultural and equestrian show. For more information please visit www.RoyalFair.org.

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Or for more information contact:

FISHER AGENCY PR

Tiffany Fisher 416 456 7650

Leigh LePage 416 801 4816