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FOR IMMEDIATE RELEASE

Northern Lights 2010 Showcases Thriving Northern Business Culture and Opportunities

Happy Valley-Goose Bay, NL – Held at the Palais des congrès de Montréal from January 27-30, 2010, Northern Lights 2010 played host to some 800 participants from Canada's Eastern Arctic and North as well as many other regions of the country, including over 140 exhibitors and 60 artists. The country's premiere business and cultural showcase of Labrador, Nunatsiavut, Nunavut and Nunavik successfully built upon the solid foundations laid by the first such event held in Ottawa in 2008.

"We have received tremendous feedback from our delegates, exhibitors and sponsors", said Sterling Peyton, President of the Labrador North Chamber of Commerce and Northern Lights 2010 Co-chairperson. "In particular, the level of business and partnership development exceeded our expectations and those of many participants", Mr. Peyton added.

"Northern Lights 2010 is the premier venue for understanding all that is happening in the eastern Arctic and north of Canada", commented Perry Trimper, Senior Associate of Stantec. "The efficiencies of meeting and networking with so many clients at a single location is invaluable to our company", added Mr. Trimper.

"In the wake of Northern Lights, the LNCC will continue to engage our members, the Labrador business community, as well as other stakeholder groups toward developing the many opportunities in the North", adds President Peyton. "Conditions have never been more favourable to explore and solidify significant business opportunities with our friends and partners to the North", concludes Mr. Peyton.

Northern Lights 2010 was organized jointly by the Labrador North and Baffin Regional Chambers of Commerce (BRCC), along with a wide range of partners from across the country. For further information visit www.northernlightsmontreal.com.

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