



FOR IMMEDIATE RELEASE:

Massive Events Co. Appoints Christie Mann as Chief Operations Officer

Vancouver, BC – November 12, 2007 – Massive Events Co., organizers of Canada's largest business-to-business technology Show, is pleased to announce the appointment of Christie Mann to the newly created position of Chief Operations Officer. Mann brings over 7 years of corporate management experience, a strong entrepreneurial spirit, and will be driving the operational procedures of this rapidly growing enterprise.

New to the city of Vancouver, Mann has been impacting Ontario's market with her leadership and innovation for the past 7 years. Her most recent professional venture was with world-leading brand, McDonald's Restaurants of Canada, where she successfully recruited, trained, coached and developed a team of community relations representatives for markets throughout the province.

In 2004, Mann established and operated her own marketing consultancy where she built a reputation for delivering outstanding local marketing programs to raise awareness, improved community relations, and drove sales for her clients, which included McDonald's franchisees and the Downtown Yonge Business Improvement Area. Throughout this time, she was also a member of one of NHL's leading Game Crew teams working with Maple Leaf Sports and Entertainment. She was responsible for executing all promotions and events on-ice and in the arena in the Air Canada Centre.

Mann's impressive track record of stimulating business growth, developing and maintaining key strategic partnerships has its roots at Toronto's Cossette Communications Toronto where she provided creative solutions to world leading brands. She also holds a B.A. in Media, Information and Techno-culture from the University of Western Ontario.

About Massive Events Co.

The Massive Technology Show is Canada's largest business-to-business technology event consisting of a three-part interactive forum – tradeshow, conference and networking reception. Massive showcases business technologies to the general business community and connects technology industry leaders with business decision makers. Scheduling, sponsorship information, and registration are currently available online at www.massivetechshow.com.

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