



July 9, 2009

NEWS RELEASE

Stampede Trail announces Margaritaville Canada as its anchor tenant!

Calgary – You'll now be able to enjoy "a Cheeseburger in Paradise" at the highly anticipated Canadian arrival of Jimmy Buffett's Margaritaville. The restaurant will open in time for the 100 year anniversary of the Calgary Stampede as the anchor tenant in the new Stampede Trail center at the world famous Calgary Stampede!

In formally announcing the \$170 million Stampede Trail development, Don Provost, Principal of Stampede Trail LLC said, "With almost 100,000 square feet of restaurants combined with an additional, 165,000 square feet each of retail and office space, all housed in a total of six different buildings, spanning three city blocks from 12 avenue SW to the existing Stampede gates; Stampede Trail will become the iconic entertainment and shopping district in Calgary. Having Jimmy Buffett's Margaritaville as our anchor tenant in a facility that will include 10,000 square feet of outdoor patio space is clearly a major win for the project."

Inspired by the travels and songs of Jimmy Buffett, Margaritaville is the backdrop for a trip that is not soon forgotten. With the beat of island party music in a dockside atmosphere, the Calgary restaurant will offer steaks, great regionally inspired specialties, Volcano Nachos and the signature "Cheeseburger in Paradise". Of course, Margaritaville also serves up great margaritas, unique boat drinks, frozen concoctions and ice cold beer for those looking for some adult refreshment.

The family friendly restaurant will feature live entertainment, including stilt walkers and balloon artists. Margaritaville Calgary will also cater to the sports enthusiast with the debut of an attached Margaritaville themed sports bar situated immediately adjacent to the Pengrowth Saddledome, home of the Calgary Flames.

"We are extremely excited in announcing the launch of Margaritaville by our Canadian partners and thrilled to be part of Stampede Trail and the Calgary Stampede," says Dan Leonard, president of Margaritaville Management Group. "It's a great city, a great location and an honour to be part of one of the great Canadian tourist destinations."

"Margaritaville is a perfect fit for our vision of Stampede Park as a gathering place that attracts all types of visitors, in all times of the year," says Doug Armitage, vice-president of Business Development, Calgary Stampede. "Alberta Development Partner's Stampede Trail project is key piece of transforming Stampede Park into year-round destination for Calgarians and visitors."

The first Margaritaville restaurant opened in Key West in 1985. Its current locations include eight mainland US locations and great destinations like Jamaica, Mexico and Hawaii; and now Jimmy Buffett's Margaritaville is coming to Canada!

Media availability and White Hat Ceremony with Mayor David Bronconnier

Date: July 9

Time: 3:30 p.m.

Where: President's Room, Stampede Headquarters (1410 Olympic Way S.E.)

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