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For Immediate Release

"DRIVEN AFTERMARKET CAR SHOW" TOUR STOP: WINNIPEG ONLY
No Alberta stop due to lack of venue.

A Driven tour stop in Alberta will not take place in 2011.

The Calgary Olympic Oval is undertaking roof renovations that will happen during the off-ice period. This is when Driven Calgary occurs.

REP Media, producers of Driven, considered other venues including BMO centre, however felt that the venue did not provide the space or economics that are required for the event.

Further to that, in 2009, REP Media had decided that we would alternate between Edmonton and Winnipeg every other year. Since there was no Winnipeg stop last year, that will be the only stop in 2011.

With Driven Winnipeg being the only event, it is being re-branded it to Yokohama Driven Canada.

Yokohama DRIVEN Canada will take place in the central Canada, bring the best from West and East to Winnipeg.

REP Media has full intentions of returning to Alberta in 2012 and look forward to bringing bigger and more exciting shows.

<http://www.drivenshow.ca>

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If you'd like more information, please contact us at (780) 910-6266 or email at info@repmedia.ca

About REP Media and V8less Marketing Corp

REP Media provides event planning, marketing, public relations and a full range of services for consumer, corporate, sporting and non-profit events. Our expertise in event production lies in the ability to create the necessary "table stakes" of your event. For more information visit <http://www.repmedia.ca>

About DRIVEN

DRIVEN is a touring automotive lifestyle event. Based in Edmonton, Alberta, DRIVEN is the nation's largest and most unique car, music, and pop-culture festivals. The 2010 Tour will travel to 2 major domestic markets. The events are attended by about 20,000 automotive and entertainment enthusiasts each year. For more information, visit <http://www.drivenshow.ca>