

**Media Invitation**

ATTENTION: ASSIGNMENT EDITORS  
TOURISM, CULTURAL AND SPORTS COLUMNISTS

**New Special Exhibit in Valcourt Celebrates Ski-Doo's First 50 Years**

**Valcourt, February 4, 2009** – The J. Armand Bombardier Museum is pleased to invite you to the opening of a special exhibit, in collaboration with BRP, celebrating the evolution of the snowmobile from 1959 to 2009 in honour of the 50<sup>th</sup> Anniversary of the Ski-Doo®. Honorary chair of the event is Madame Janine Bombardier, eldest daughter of the renowned inventor.

WHEN: February 20, 2009

TIME: 1 pm to 4 : 30 pm Tour of Exhibit and test-drive snowmobile models  
4 : 30 pm Official Opening and Cocktail Reception

WHERE: J. Armand Bombardier Museum  
1001 J.-A. Bombardier Avenue  
Valcourt, Quebec  
(A map is available on the Museum's web site at [bombardiermuseum.com](http://bombardiermuseum.com))

Guests of Honour: Bombardier Inc. and BRP Chairman Laurent Beaudoin  
President and Chief Executive Officer of BRP, José Boisjoli

**About the J. Armand Bombardier Museum**

Located in Valcourt, in the Eastern Townships region of Quebec, the J. Armand Bombardier Museum ([bombardiermuseum.com](http://bombardiermuseum.com)) presents the life and work of the renowned inventor and entrepreneur Joseph-Armand Bombardier. The privately funded Museum also tells the story of the snowmobile industry, which was in large part launched by this Quebec visionary.

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For more information, to request an interview or to test-drive different snowmobile models, the day of the event, please contact Allard Hervieu Communication:

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