

FOR IMMEDIATE RELEASE

November 27, 2008

Aboriginal Tourism BC Announces New CEO

(Coast Salish Territory/Vancouver) - Aboriginal Tourism British Columbia Association (ATBC) is pleased to announce that Mr. Keith Henry has been contracted as the ATBC Chief Executive Officer. Mr. Henry started in this new position on November 3.

Mr. Henry is a Métis person that was born in Thompson, Manitoba and raised in Prince Albert, Saskatchewan. He has a Bachelor Degree in Education from the University of Saskatchewan where he graduated in 1995. Mr. Henry gained education and program coordination experience after University graduation prior to advancing to various Chief Executive Officer position's held in Saskatchewan and in British Columbia. He has been a Chief Executive Officer managing Aboriginal organizations for the past 10 years. Mr. Henry has managed significant organizational change in human resource and governance design during his past experiences.

The ATBC Board of Directors recently restructured the organizational operations and will seek Mr. Henry's experience to support and assist key developments related to the Blueprint Strategy and organizational change.

The ATBC Board of Directors and staff welcome Mr. Henry to this important new role.

MEDIA CONTACT:

Keith Henry, Chief Executive Officer
Aboriginal Tourism British Columbia
604-921-1070



ABORIGINAL TOURISM ASSOCIATION OF BC

Suite 618-100 Park Royal South West Vancouver BC Canada V7T 1A2
Tel: 604 921 1070 / 1 877 266 2822 Fax: 604 921 1072 AboriginalBC.com