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With Year End Results Showing Operating Income Up 48% Over 2010 Numbers, CanaDream Corporation has Proven that They Can Deliver a Unique Way to Experience Canada at Your Own Pace and Their Guests and Customers are Buying Into It

Services
Travel / Tourism
(CDN-TSXV)

Brian Gronberg
President and CEO

BIO:

Brian Gronberg was one of the founding partners of CanaDream Inc that acquired the interests of Canada Campers in 1994 and took the company public in 1998.

Brian has an entrepreneurial background and has been involved in a number of successful businesses prior to becoming the President of CanaDream Inc, which has contributed to the success of CanaDream to date.

Brian is also the current President of the Recreational Vehicle Rental Association of Canada. An association of the major Canadian RV rental companies dedicated to the promotion of Canada and the RV lifestyle.

Company Profile:

CanaDream Corporation is a publicly traded Company (symbol = CDN on the TSX Venture Exchange) focused on the international tourism business. The Company is one of the largest Recreational Vehicle ("RV") Rental Companies in Canada, catering to the needs of both an International, domestic, and local guests who want to realize their dream of experiencing Canada at their own pace, exploring Canada's vast unspoiled natural landscape and its magnificent Natural Park system in the comfort of a motorhome".

CanaDream has a fleet of approximately 800 units that are offered to their guests from 8 gateway cities across Canada. Current rental locations offer exposure to an incredible variety of natural experiences and include Vancouver and Kelowna, British Columbia; Calgary and Edmonton, Alberta; Toronto, Ontario; Montreal, Quebec; Halifax, Nova Scotia and Whitehorse, Yukon.

The Company's leadership position has been achieved through a combination of substantial investments in proprietary technology related to its operations, continual investment, upgrading and maintenance of its rental fleet and investments in experienced and well-trained staff at all locations.

CanaDream's technological leadership covers all facets of the business, from its International Marketing Infrastructure to the Proprietary Software used in its booking, fleet management and general management and control systems. The Company's foresight in developing these various technological tools is now beginning to pay dividends, as both their guests and customers share the economies and the industry recognizes the extent of the competitive advantage afforded by these tools.

This technological leadership will fuel future growth of the Company in a number of areas, including:

- Expansion of its existing business through the Canadian Associate Dealer Program.
- Expansion of AmeriDream; a cooperative marketing brand to open US locations.

- Acquisitions in related tourism businesses

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com

CEOCFO: Mr. Gronberg, what was the vision when CanaDream started and where are you today?

Mr. Gronberg: The vision when we started was to build on the growth of tourism of Canada and the fact that there was a demographic of baby boomers that were going to enjoy more tourism globally in the future.

CEOCFO: What is CanaDream offering?

Mr. Gronberg: CanaDream is a company that promotes the opportunity to experience Canada at your own pace in recreational vehicles. We promote that opportunity to an international audience to come, experience Canada, see what it is we have to offer and enjoy it in one of our high quality motor homes.

CEOCFO: What countries does CanaDream typically target?

Mr. Gronberg: We get guests from all over the world. The primary market that we see guests from is Germany, which is the largest tourism market for the world. We also have guests from Switzerland, Holland, France, Italy, England, Israel, Norway, Sweden, Australia and Singapore – any many more

CEOCFO: Are the guests looking for this type of vacation?

Mr. Gronberg: What our guests are looking for is the experience of what Canada has to offer and the best way to experience Canada and their options to do that. CanaDream has become the viable option that our guests choose, that supports their lifestyle, family, and or budget in choosing to take a recreational vehicle.

CEO CFO: Are they renting the CanaDream RV and going off on their own or do you help plot out their vacation?

Mr. Gronberg: At the end of the day, what we are providing is the recreational vehicle, RV and decisions that they make when they have it are their own.

Our web site currently provides 20 itineraries that range from 4-26 days. These suggested tours provide a jumping off point for our guests and/or help to focus the research they do prior to getting here.

Of course, when they get to Canada we provide them all kinds of information, maps, details of campgrounds et-cetera. We have further enhanced the information provided and what they may have already researched this year, with the development of our iPad app that gives them direct access to something we call the CanaDream Club. This is where we have been aggregating tourism product, campgrounds, events, attractions and made them available exclusively to our CanaDream guests or customers; those people who buy motorhomes from us.

The app is free at the Apple store, and they can download it onto an iPad. They can also rent an iPad from us, and then when they are on the road they can select the experience that they want to have and purchase the experience directly while on the road.

CEO CFO: Often when you read a guidebook it will list a place and when you get there it is unlike what was

listed; how does your app prevent that?

Mr. Gronberg: This is the wonderful thing about iPad rentals. In the guidebook, you can only give a high level of explanation and understanding to what it is that you will receive to wherever it is you may go. With our iPad rentals, you have the detailed information provided in the app, as well as access to the internet – so you can confirm the information at other sites – including reviews. It really becomes a very powerful way to say yes I want to go there and this is the experience I want, and I am not going to be disappointed.

CEO CFO: What is the typical rental period for CanaDream vehicles?

With the development of our iPad app that gives them direct access to something we call the CanaDream Club. This is where we have been aggregating tourism product, campgrounds, events, attractions and made them available exclusively to our CanaDream guests or customers; those people who buy motorhomes from us. The app is free at the Apple store, and they can download it onto an iPad. They can also rent an iPad from us, and then when they are on the road they can select the experience that they want to have and purchase the experience directly while on the road. - Brian Gronberg

Mr. Gronberg: Our typical guest travels with us for sixteen days.

CEO CFO: That is a substantial time!

Mr. Gronberg: Yes, but most of the Europeans that are coming over are coming a long way. The Germans typically come for a longer period, but when we take into account all of the guests that travel with us on an annual basis, our average booking length is sixteen days.

CEO CFO: How many locations do you have?

Mr. Gronberg: We have eight locations in Canada. Six are corporate locations and two are what we call associate dealer locations.

CEO CFO: Do you see the need for additional locations?

Mr. Gronberg: Yes, as different markets increase their air capacity and become more accessible they will gain interest as a destination for the international traveler that want to experience Canada.

CEO CFO: Why should people come to Canada?

Mr. Gronberg: We live in an amazing part of the world. We have wide open spaces, clean air, safe environment, very friendly people, a stable government, and economy. In addition, you can just experience whatever type of holiday that you want from a beach holiday, wilderness holiday, fishing, cultural, adventure, skiing, winter, fall, exotic, extreme. Canada really has it all.

CEO CFO: How has CanaDream fared given the economic scenario that we have had for the last few years?

Mr. Gronberg: We have done very well. We just released our year-end results for our year-end April 30th and our operating income went up 48% over the same time last year.

CEO CFO: How is CanaDream able to do that?

Mr. Gronberg: We are promoting Canada, and selling tourism, so there is

some variables of the economic landscape that do not impact the decision of the guest that wants to come to Canada. They are impacted of course by their economic circumstances and conditions from their countries and Germany as an example started to come out of the recession almost two years ago. However, we are just really starting to see the turnaround in Canada last year and the United States is pacing about the same way. The business may be impacted by domestic and local economics, but we are more defined by the global economics and circumstances that exist in the different countries from where our guests come.

CEO CFO: How often do you need to replace your units?

Mr. Gronberg: It is an area that we have been incredibly diligent on with the average age of the fleet being just under 3 years, but we have set up our systems to be able to sell fleet at any time.

CEO CFO: Is there much or any competition in your space?

Mr. Gronberg: Yes there is competition. However, we feel we are different from our competition because our approach is that our product is Canada, it is not the rental of the motorhome, it is that guest experience that our guest is coming to have in Canada in our motorhome. That is the reason why we have developed the systems that we have in place. We want to assure that the motorhome does not become the experience and it is why we have developed the CanaDream Club and the application that we did, so that we can enhance and add value to that guest and cus-

tomers experience while they are experiencing Canada at their own pace in our RV.

CEO CFO: What is the financial picture like for CanaDream today?

Mr. Gronberg: We think it is very bright. We are looking at the things we can do, we are looking at the iPad application and being able to aggregate other tours and product and enhance and build the brand. The application itself could add a whole new dimension to what we are as a company. We are looking at the relationship that we have started with Apollo, through their ownership interest in us two years ago. Building on their four US locations, looking at how we can partner and leverage technologies and philosophies, and expand into additional locations in the states and Canada as those opportunities are available to us.—The underlying product that we have promote as a company

is Canada and the states, which are both phenomenal tourism destination countries to offer to the world.

CEO CFO: In closing, why should potential investors look at CanaDream today?

Mr. Gronberg: If you believe that the product will stay as it is and continue to be received globally and if airlines continue to fly and bring our guests to Canada and the US product, then the demand and interest for the type of experience that we can offer will only continue to grow. Certainly, right now, we are trading at a significant discount to our balance sheet value, and if somebody can be patient to when the world recognizes all that we have put together and where the value is, I think they can be handsomely rewarded.

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