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Dear Pet Grooming Professional,

We've survived 2009 and now we can look forward to a more prosperous 2010! There are lots of new things happening at INTERGROOM 2010's Grooming Odyssey Revisited so, please, read your catalog carefully.

First, we have relocated our show to the Meadowlands Exposition Center in Secaucus, NJ which is just across "the river" from New York City and only minutes from Newark International Airport. The Exposition Center offers plenty of parking, several hotels and lots of good restaurants nearby. And, as mentioned, it is just a short cab ride to "The City" if an evening of fine dining and theater is to your liking.

Our three day trade show starts at 9:00AM on Friday, April 16 and goes through Sunday, April 18 at 4:30PM. Over 150 exhibitor booths will cover our convention floor with well established and new products not to mention, great show specials!

We will be offering continuing educational classes all three days of the show this year! This is all for the same \$99.00 pre-registration fee. Please make your class selections and register early so as not to miss your favorite class selections.

We will feature two new competitions on Sunday:

"*Feline Fantasy*," our creative cat grooming competition, which premiered at INTERGROOM in 2003, is returning this year! And, just so you creative cat stylists are aware, color may be used.

"*Color Creations*" is our new model dog grooming competition introduced to honor the memory of Serafino Ripamonte from Milan, Italy. This wonderful and creative gentleman brought his talent, and his colors, to us many years ago. He passed away suddenly last August. Check the catalog or website for rules and regulations for this exciting competition.

INTERGROOM's "*Rising Star of the Year*" and "*International Groomer of the Year*" competitions will take place on Friday and Saturday with *Best in Show* being announced at the Saturday evening Awards Banquet. Our *Extreme Makeover* and *Creative Grooming* competitions also return this year thanks to the continued support of our wonderful sponsors!

Several hotels are listed on our Hotel Reservations form. There is no "host" hotel this year since all activities will be held at the Meadowlands Exposition Center, 355 Plaza Drive, Secaucus, New Jersey 07094.

Our (free) Friday Night Party will be held at the Expo Center with our familiar DJ, Sebastian! This year the party follows a very special live taping of a brand new television show; "*Live with Joey Villani and Doc. Halligan*" which will start at 7:30! Tickets to this show are free but our attendees must register to assure seating. Since this is a talk show, we will be looking for some interesting questions from you to ask the co-hosts.

The Saturday Evening Awards Banquet will include our Best in Show Awards, the Cardinal Crystal Grooming Achievement Awards and a special tribute to John Nash (of Nash Academy) who passed away last December after a valiant fight with cancer.

As always, we offer FREE ADMISSION TO THE TRADE SHOW with pre-registration on our website.

Come, see and feel the excitement of grooming at INTERGROOM, 2010. Find yourself in the company of top pet stylists, hundreds of products and industry leaders from around the globe all sharing their knowledge, technique and product information to enhance your professional position.

We'll see you there.

Christine DeFilippo and the entire staff of INTERGROOM