

# **Genesis Land Development Corp. TSE Stock Symbol: GDC**

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## **GENESIS APPOINTS TWO NEW BOARD MEMBERS AND SETS AGM FOR SEPTEMBER 12, 2012**

Calgary, AB – July 16, 2011 - Genesis Land Development Corp. (“Genesis” or “the Corporation”) (TSX:GDC) announces today that Messrs Michael Brodsky and Sandy I. Poklar have been appointed to the Board of Directors of Genesis.

Mr. Brodsky brings nearly 20 years of experience as an investor, manager and attorney. He has extensive experience in investment in, and the governance of public companies, as well as in corporate turnarounds and restructurings. Mr. Brodsky holds a B.A. from Syracuse University, a J.D. from the Northwestern University School of Law, and an M.B.A. from Northwestern University's J.L. Kellogg Graduate School of Management. He has served on the Board of Directors of Churchill Downs, Inc. and of Youbet.com, Inc. where he was also its Chairman and CEO. He also serves on the Board of Director of Selectica, Inc.

Mr. Poklar brings a wealth of knowledge to his new role. Mr. Poklar is currently the Chief Operating Officers and Managing Director, Capital Markets & Strategic Developments for Firm Capital Corporation. Prior to joining Firm Capital, Mr. Poklar was employed by Macquarie Capital as a Vice President in their Real Estate Investment Banking Group, TD Securities where he worked as an Associate in their Real Estate Investment Banking group and as an equity research associate analyst covering the Canadian and US real estate sectors for Canaccord Adams. Mr. Poklar is a Chartered Accountant and a graduate of the University of Toronto

Annual General Meeting – the AGM has been set for 11 AM Calgary time on September 12, 2012. It will be held in The Genesis Centre of Community Wellness, 7556 Falconridge Boulevard NE, Calgary, Alberta T3J 0C9.

### **About Genesis:**

Genesis is a Calgary based land development Corporation and residential home builder with land holdings in Alberta and British Columbia. Its active operations are located primarily in the Calgary metropolitan area.