



---

Under Embargo until December 22, 2005

Press Release

## **Leger Marketing makes a new acquisition in Western Canada**

Mr. Jean-Marc Léger, President and CEO of Leger Marketing is pleased to announce the acquisition of Claros Research Corporation in Calgary.

As the largest Canadian-owned marketing research and polling firm, Leger Marketing now has offices in Montreal, Quebec, Toronto, Winnipeg, Edmonton, Calgary, New York and Philadelphia. The company counts over 650 employees, 200 CATI stations and high-quality focus group facilities in Edmonton, Calgary, Toronto, Montreal and Quebec.

" There was a natural fit between Claros and Leger Marketing. Over the last 10 years, Claros Research has become well established and respected in Calgary, not to mention that Marc Tremblay has strong entrepreneurial spirit", explained Jean-Marc Léger.

"We are proud of our company's market leadership in this country and very pleased with how this will further enhance our strong Western presence", mentioned Léger.

Marc Tremblay said "our clients and our team of professionals will benefit immediately from the expertise, the proprietary research solutions and syndicated studies that Leger Marketing has developed".

He added "clients will notice more product and service options, more facilities across the country and national and international research teams at their disposal as Leger Marketing is the Canadian representative of the prestigious Gallup International Association. Of course, the day to day operation of our company will have the same strong commitment to quality, service and meeting clients needs".

Marc Tremblay will become Vice-President Calgary of Leger Marketing and continue to ensure that Claros Research's clients enjoy unparalleled customer service and insights gained through research engagements.

For more information contact:

Mr. Jean-Marc Leger: (514) 982-2464

Mr. Marc S. Tremblay (888) 265-8700