

**Press Release**  
Montreal, February 14, 2007

**Leger Marketing breaks through in USA**

Leger Marketing, the leading Canadian-owned public opinion and marketing research firm makes an important break through in the USA with the acquisition of *Arc Research Inc.* in Philadelphia (USA).

*ARC Research*, (Advertising Research Corporation) a Research and polling firm has specialized in Market Studies, Advertising Studies and Marketing Strategies over the past 20 years. With prestigious clients across North America such as TMP Worldwide, Wahlstrom, Yellow Pages, Monster, AT&T and Samsung, this acquisition improves our offer to our American customers and our Canadian customers doing business in the United States. Furthermore, the Leger Marketing team in Philadelphia now counts 11 professionals including three Vice presidents: Gary Kaplan, MSc Tulane University –LA (27 years of experience); Cindy Kaminski, MBA Marketing Philadelphia University (25 years of experience) and Aron Galonsky Ph.D. Political Science NY (11 years of experience). This team will be lead by Mr. Serge Lafrance who has been nominated President of Leger Marketing USA.

Mr Jean-Marc Leger, President of Leger Marketing, is proud of this acquisition which perfectly fits the five-year development plan of the company aiming at the introduction of Leger Marketing on the stock exchange within the next three years.

This is Leger Marketing's fifth acquisition following recent ones in Toronto (2000), Winnipeg (2000), Edmonton (2005) and Calgary (2006). Leger Marketing intends to develop both in Canada and in the United States, with an internal growth twice as fast as the industry while carrying out other acquisitions in a near future.

**About Leger Marketing**

Leger Marketing was founded in 1986 (under the name Leger & Leger) and is today the most important Canadian owned research and polling firm, with offices in Montreal, Quebec, Toronto, Winnipeg, Edmonton, Calgary, Philadelphia and New York.

The company counts 650 employees with 103 professionals and offers a complete range of Marketing Research and Consulting services to it's customers both in the private and public sectors.

The acquisition was carried out with the collaboration of a consulting agency: Synergis, a company specialized in acquisitions.