

NEWS

News Distribution

Experts



CCN Matthews
News Distribution Experts

When you're focused on making news,
you need news distribution experts who focus on delivery.

CCNMatthews is focused on delivery

As news distribution experts, the CCNMatthews team is focused on delivering news, on behalf of our news-making clients, to the **media and investment communities** in Canada, the U.K. and around the world. Founded in 1983, CCNMatthews is staffed by over 100 news distribution specialists working from five Canadian offices and one European bureau.

What we'll do for you

For **publicly traded companies**, CCNMatthews provides an **extensive range of disclosure services** that focus on meeting your complete Investor Relations agenda. We are here to help with your **broader IR challenges**:

- Greater financial transparency
- Ongoing regulatory compliance
- Ever-changing legislative landscape
- Greater stakeholder input
- More compliance complexity
- Increased shareholder sophistication
- Managing a growing number of messages

For **all organizations** - public, private, government, unions, associations, IR, PR, or Communications agencies, charities, etc. - CCNMatthews assists you in meeting your **communications objectives**. We provide you with the **means to reach the wire, media locations and your stakeholder groups**, delivering important messages quickly and reliably so you can:

- Increase visibility for your product, service or message
- Effectively promote events, programs and initiatives
- Generate awareness and interest around your cause
- Enhance and manage your image among stakeholder groups
- Ensure a continuous dialogue with the public
- React to breaking competitive and industry news
- Further your organizational and communication strategy
- Boost the impact of your marketing initiatives and reinforce your brand

In 2004, CCNMatthews distributed over 35,000 news releases, filed securities documents, conducted webcasts and arranged conference calls for more than 3,000 satisfied clients. In fact, the CCNMatthews team distributed over 55% of all full-text news releases issued by publicly traded companies in



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Canada during 2004. More than 600 organizations looked to us for the comprehensive media contacts found in our CCNMatthews Media Directories and through our online media contact database - ListLogix.

How we do it

We ARE different – and proud of it

As our clients often attest, CCNMatthews provides **focused client supports** that deliver an extraordinary experience every time. Our people are the best in the business. They redefine service excellence - they are committed to you - anticipating, meeting, then exceeding your ever-changing news distribution demands.

We provide you with **focused solutions** that deliver to your unique specifications. Our service offering is driven by your needs, not the other way around. We take the time to determine exactly what your requirements are, how we can best meet them and work with you to adapt our process as your needs change.

CCNMatthews offers **focused distribution options** that deliver the dissemination coverage your news demands. While no one can guarantee pick-up, CCNMatthews guarantees delivery!

Why we do what we do

We believe in communication - your messages are important and we know that. CCNMatthews is proud to do our part in having them heard by those who need to hear them.

We always have been, and always will be, news distribution experts focused on delivery.

Focused solutions that deliver to your unique specifications

CCNMatthews' Solution	IR Focus	PR Focus
NEWSWIRE & DISTRIBUTION OPTIONS		
Timely Disclosure Options	✓	
CCNMatthews Media Distribution Lists	✓	✓
CCNMatthews Custom Lists	✓	✓
Private Lists (<i>email and fax</i>)	✓	✓
Parliamentary/Press Gallery Distribution		✓
Virtual Press Office	✓	✓
MULTIMEDIA OPTIONS		
PixPlus (<i>Photos, Charts, Broll, VNR, Vignettes</i>)	✓	✓
Webcasting	✓	✓
Teleconferencing	✓	✓
IR SUPPORTS		
SEDAR/EDGAR filing	✓	
Custom News Release Page - CNRP (<i>IR Web Pages</i>)	✓	
MEDIA LIST SERVICES		
ListLogix	✓	✓
CCNMatthews Media Directories	✓	✓
CCNMatthews Custom Lists	✓	✓
TRANSLATION SERVICES		
	✓	✓
MONITORING SERVICES		
Hot Off The Wire (<i>News Monitoring</i>)	✓	✓
Intelli-Watch (<i>Media Monitoring</i>)	✓	✓

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