
To:	News directors, assignment editors, journalists, columnists: business, economic and financial news
Source:	NATIONAL Public Relations
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Re:	News release for immediate distribution

**NATIONAL NAMED CANADIAN AGENCY OF THE YEAR
BY INTERNATIONAL PUBLICATION**

MONTREAL—*The Holmes Report*, an internationally acclaimed publication in the field of public relations, has presented a SABRE award to NATIONAL Public Relations as Canadian public relations agency of the year.

This is the first time *The Holmes Report* has presented this award to a Canadian firm. Four American firms were honoured in various categories. The SABRE awards are among the world's top honours in public relations. The winners will be celebrated at the annual SABRE awards dinner in New York on May 12, 2009.

NATIONAL Public Relations was also declared firm of the year in 2006 by Canada's *Marketing* magazine.

In presenting its award, *The Holmes Report* made the following statement:

"NATIONAL is Canada's largest public relations firm, with 300 employees in eight [now nine] Canadian offices as well as outposts in New York and London, and fee income of around \$49.2 million CAN. The firm operates across six practice areas—corporate communications, investor relations, public affairs, marketing, technology and healthcare communications, with strong specialist capabilities in employee engagement, media strategies and digital communications, which, which along with several large branding, community engagement and transactional assignments, helped drive solid single-digit growth in 2008. The firm continues to work for a mix of Canadian and foreign multinational clients including Novo Nordisk, Enbridge, the Canadian Association of Petroleum Producers, Ontario Power Authority, Standard Life, Pfizer, Janssen and National Bank Financial Group, and to work on some of the most high-

profile projects north of the border: a global rebranding for mining giant Teck, counsel for the Crawford Committee, which coordinated private-sector efforts to address the credit crisis, sustainability efforts for Unilever and stakeholder engagement for the Ontario Power Authority.”

"We are thrilled to be acknowledged as Canadian Agency of the Year. The quality of our work has always been a result of having clients who want to innovate and consulting team members who are passionate about our business," said John Crean, national managing partner.

NATIONAL is a subsidiary of RES PUBLICA Consulting Group in Montreal, which also owns another Canadian public relations leader, Cohn & Wolfe | Canada, with offices in Toronto, Montreal and Calgary and an affiliation with the worldwide Cohn & Wolfe network.

INFORMATION:

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