

NATIONAL Strengthens its Corporate & Investor Relations Teams

TORONTO, July 13, 2017 – NATIONAL Public Relations' Toronto office today announced leadership appointments that further strengthen its expanding Corporate Communications and Investor Relations practices.

Luc Levasseur is promoted to Vice-President, Corporate Communications, effective immediately. Over the past six years, Luc has emerged as both a trusted advisor to clients and a mentor to his colleagues. His work on some of Canada's highest profile issues and complex files has been a key contributor to NATIONAL's growing Corporate practice. Luc will help lead the team's continued focus on talent development and client service excellence.

Marc Lakmaaker is promoted to Director, Investor Relations, NATIONAL Equicom. Marc advises a growing roster of publicly traded companies at all stages of development. From early stage, pre-revenue, technology ventures to more advanced and higher capitalized businesses, he helps his clients achieve maximum valuation, raise capital and build investor brands.

Heidi Christensen Brown recently joined NATIONAL Equicom as Director, Investor Relations. Over her career, Heidi has led investor relations and communications programs at a number of public companies – from mega cap oil & gas producer Canadian Natural Resources, to smaller midstream and oil sands organizations such as Keyera and Laricina. She joins NATIONAL directly from Kiewit Corp – one of the world's largest engineering/construction contractors.

“NATIONAL's corporate advisory business is experiencing tremendous growth,” said Kim West, Partner and Chief Client Officer at NATIONAL's Toronto office. “Clients are turning to us to drive integrated campaigns to connect them with customers, investors, communities and government stakeholders. Luc, Marc and Heidi are rising stars among a team of top players who are changing the game for NATIONAL and our clients.”

Across Canada, NATIONAL has become the go-to source for organizations focused on growth and undergoing change in highly competitive markets. These appointments come on the heels of the recent appointment of Mark Boutet as Vice-President, Corporate Communications and Investor Relations at NATIONAL's Montreal office.

ABOUT NATIONAL PUBLIC RELATIONS

NATIONAL Public Relations connects clients to the people who matter most; delivering the right message, at the right time. Grounded in research, insight and deep sector understanding, we bring together teams of discipline experts from across our network to provide creative communications

solutions that move people in thought and action. For 40 years, NATIONAL has been at the centre of issues and industries that matter, leading change for today and tomorrow.

NATIONAL is Canada's leading public relations firm, servicing clients across a wide range of sectors, with offices in Vancouver, Calgary, Toronto, Ottawa, Montreal, Quebec City, Saint John, Halifax and St. John's. The NATIONAL network also includes NATIONAL Equicom, the industry's foremost investor relations and financial services communications practice; healthcare specialist AXON Communications, with offices in New York, Toronto, London and Copenhagen; Madano, a UK strategic communications consultancy based in London; and SHIFT Communications, an integrated communications agency with offices in Boston, San Francisco, New York and Austin. NATIONAL Public Relations is part of RES PUBLICA Consulting Group, and is affiliated internationally with public relations firm Burson-Marsteller, a WPP company. For more information about NATIONAL, please visit our website at www.national.ca or you [can follow us on Twitter](#).

ABOUT NATIONAL EQUICOM

Founded in 1996, **NATIONAL Equicom** is Canada's leading provider of investor relations and strategic communications services and a part of NATIONAL Public Relations. For twenty years, it has helped companies in all sectors and all geographies build their business. Today, its commitment to excellence continues, bolstered by a footprint and skillset that are unparalleled in the market. Its extensive client base of more than 100 public companies includes micro- to large-cap issuers from a diverse cross-section of businesses listed in Canada and around the world on Toronto Stock Exchange, TSX Venture Exchange, NASDAQ, NYSE, AMEX, ASX and AIM.