

**NATIONAL Public Relations Acquires Equicom from TMX Group**

*Transaction Creates Canada's Largest Financial Communications and Investor Relations Practice*

*Ronald Alepian Returning to NATIONAL to Lead NATIONAL Equicom*

**Toronto – July 14, 2015** – NATIONAL Public Relations, Canada's leading public relations firm and one of the world's leading independent communications firms, today announced the acquisition of the business of Equicom, Canada's leading investor relations and financial communications firm, from TMX Group. The transaction bolsters the Firm's existing financial communications offering in Toronto, Calgary and Montreal and solidifies NATIONAL's leadership in the market. The transaction includes a multi-year referral agreement with TMX Group.

"With the addition of Equicom, NATIONAL can now offer a level of strategic support to clients that is unmatched by any firm in Canada. Deep investor and capital markets know-how complements our existing integrated communications capability to provide support and counsel that directly contribute to our clients' business success," said Andrew Molson, Chairman of RES PUBLICA Consulting Group, which owns NATIONAL. "We're incredibly excited that Equicom's talented team is joining NATIONAL."

Founded in 1996, Equicom is Canada's leading provider of investor relations and strategic communications services. Its extensive client base of over 120 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.

NATIONAL Equicom will be led by Ronald Alepian, a seasoned strategic communications leader with two decades of consulting and executive leadership experience for global brands in the technology, telecommunications and financial services sectors. He has built and led teams at Bell, Nortel and TMX Group and has helped navigate these and other companies through some of the most complex and high-profile issues in business. He was most recently Chief Communications Officer and SVP of New York City-based software company CA Technologies.

"The combination of NATIONAL and Equicom delivers the strongest team of capital markets, strategic and integrated communications capability in the market," said Mr. Alepian. "In today's increasingly complex business environment, companies of all sizes need counsel they can trust and programs that deliver concrete and measurable value. NATIONAL and Equicom can now support the financial, reputational and strategic goals of clients in an unprecedented way."

Equicom's leadership and client teams will remain in place following the transaction and the firm is committed to ensuring a seamless transition. The success of existing client programs and priorities was a central consideration in the structuring of the transaction and combination.

"TMX Group is extremely pleased to have concluded this transaction with NATIONAL," said Ungad Chadda, Senior Vice President, Toronto Stock Exchange. "It ensures continuity for all clients, and – importantly – enormous career opportunity for Equicom's team of talented professionals. We look forward to our continued relationship with NATIONAL and Equicom, and to working together in support of the goals of our shared client base."

**About NATIONAL**

[NATIONAL Public Relations](#), founded by Luc Beaugard in Montreal in 1976, is Canada's leading public relations firm, with offices across Canada in Vancouver, Calgary, Toronto, Ottawa, Montreal, Quebec City, Saint John, Halifax and St. John's. The Firm serves corporate and institutional clients, offering a full range of strategic communications services, including corporate communications, investor relations, public affairs, stakeholder engagement, marketing, healthcare and digital communications. The NATIONAL network also includes Madano, a leading strategic communications consultancy based in London in the United Kingdom; and AXON Communications, which has offices in New York, Toronto, London and Copenhagen. AXON offers medical communications, public relations and clinical trial support services to healthcare companies around the globe. 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](http://www.national.ca) or you can follow us on Twitter at <https://twitter.com/NATIONALPR>.

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**For more information, contact:**

For NATIONAL: Janine Smith  
[jsmith@national.ca](mailto:jsmith@national.ca)  
416-848-1709