

## **THREE PRESS RELEASE SAMPLES**

Notes:

- I have written over 200 press releases with over 80% of them receiving media “pick up”
- Contact information has been removed from these samples

### **SAMPLE #1**

#### **ADLIB AND CSDC SYSTEMS JOIN FORCES TO HELP GOVERNMENTS IMPROVE SERVICES FOR CITIZENS**

TORONTO – Adlib and CSDC Systems today announced a partnership that will extend the functionality of the workflow automation technology platform, AMANDA by integrating Adlib’s automated document-to-PDF conversion capabilities.

Integrating Adlib’s document-to-PDF conversion capabilities with CSDC Systems’ AMANDA, gives Government at all levels across North America the ability to better manage the volume and types of documents used to provide citizens public services.

Adlib will enhance Government-provided public services – currently automated through CSDC Systems’ AMANDA – including the processing of licenses and permits. It will also improve Government agencies’ abilities to process the public’s requests for disclosure under legislation such as Freedom of Information (FOIA) and Access to Information and Privacy (ATIP).

Eric David, CSDC Systems’ Executive VP Strategy comments, “Government agencies across the world have to contend with a rapid growth in volume and complexity of documents – digital and paper – when delivering key services to the public. Over the next few years, the volume alone is expected to increase by over 75 times.” He continues, “For Governments to be able to continue to deliver, and improve, public services, they must adopt technologies that are automated and scalable. CSDC selected Adlib because it is the best technology for Governments to automate and manage the conversion of documents into a reliable format that is easy to use. Without that kind of conversion, the documents which are the foundation for serving the public, are at risk.”

“By working with CSDC Systems, we will be empowering Governments around the globe with content conversions that improve efficiency of fulfilling public services and requests. That can mean reducing the time to complete key steps in processing documents from days to minutes. The result is positive experiences for public sector workers and for every member of the public,” stated Matt Woodworth, Director, Public Sector, Adlib.

#### About CSDC Systems Inc.

Since 1989, CSDC Systems has helped Government agencies improve their ability to better serve citizens by providing workflow automation solutions. CSDC Systems’ automation technology platform AMANDA has become a sector standard for processing permits, licenses, grants, courts-related processes, and requests under Freedom of Information/Access to Information and Privacy legislation. CSDC Systems is headquartered in Mississauga, Ontario, has over 200 employees in offices around the globe to serve its clients in North America, Europe, India, the Caribbean, Australia, and Africa.

#### About Adlib

By automating the conversion of content, Adlib empowers over 5,500 companies to help them save millions of dollars each year. Seamless integration with leading Enterprise Content Management (ECM), Product Lifecycle Management (PLM) and Workflow solutions enable customers to streamline the **rendering and assembly of PDFs** within existing business processes.

## **SAMPLE #2**

### **THINDATA HIRES SCOTT JAMIESON**

#### **CANADA'S LARGEST EMAIL MARKETING COMPANY APPOINTS GENERAL MANAGER**

TORONTO – ThinData, a Transcontinental Company, is pleased to announce that Scott Jamieson has joined its ranks as the new General Manager – reporting directly to the President, Chris Carder. Prior to joining ThinData, Mr. Jamieson held executive roles with a number of leading North American email services providers including Responsys – one of the largest providers in the United States. Most recently, he served as the Managing Director of SJR Digital where he developed business and email strategies for leading brands across several complex industries, including: Media, Consumer Packaged Goods, Software, Automotive and Financial Services.

ThinData's President, Chris Carder, states: "Our success and exponential growth has been built on the ability to anticipate and fulfill our clients' needs with innovation and efficiency. By ensuring that our strategies and processes are effectively aligned, Scott will play a vital role in building on that track record and helping us to achieve our full growth potential."

Transcontinental acquired ThinData, Canada's leading permission-based email marketing company to leapfrog into the digital marketing industry. Since that time, ThinData has continued to experience rapid growth as well as to support the multiple businesses within Transcontinental's new Marketing Communications Sector.

To leverage growth opportunities across Transcontinental and beyond, Mr. Jamieson will focus on ThinData's process and strategy alignment. At the same time, his appointment as General Manager will allow ThinData to bring additional focus and energy to growing the company and developing new technologies.

#### About ThinData

ThinData, a Transcontinental Company, is Canada's leading permission-based email marketing company serving many of the Nation's most respected companies including: Aeroplan, Air Canada, Blockbuster Canada, Canadian Blood Services, CBC, Canada Savings Bonds, Chapters Indigo, Desjardins, Delta Hotels, Scotiabank, Shoppers Drug Mart and TSN.

#### About Transcontinental

Transcontinental provides printing, publishing and marketing services that deliver exceptional value to its clients along with a unique, integrated platform for them to reach and retain their target audiences. Transcontinental is the largest printer in Canada and the sixth largest in North America. It is also Canada's leading publisher of consumer magazines and French-language educational resources as well as the country's second-largest community newspaper publisher. Transcontinental's digital platform delivers unique content through more than 120 websites. Its Marketing Communications Sector provides advertising services and marketing products using new communications platforms supported by database analytics, premedia, email marketing, and custom communications.

Transcontinental (TSX: TCL.A, TCL.B) employs approximately 13,500 employees in Canada, the United States and Mexico, and reported revenues of \$2.4 billion last year.

## **SAMPLE #3**

### **AIR CANADA TAKES TOP PRIZES AT AWARDS**

**AIR CANADA WINS TWO INTERNATIONAL EMAIL MARKETING AWARDS FOR THEIR “WIN MY DREAM DESTINATION” CAMPAIGN DESIGNED BY THINDATA**

TORONTO – ThinData, a Transcontinental Company, is pleased to announce that their long-standing client Air Canada has just won two international email marketing awards for their “Win My Dream Destination” campaign. Air Canada picked up the award for “Best Email Contest” at the MarketingSherpa Awards and was named “Best Airline Email” at the Internet Advertising Competition, held by the Web Marketing Association.

“ThinData worked closely with us to develop an email campaign that would help us serve our customers better” said Mark Sniderman, Marketing Communications Manager, North America for Air Canada. He continued, “ThinData’s strategies allowed us to exceed all of our marketing objectives and we’re very honoured to be recognized by the international marketing community for our success.”

Air Canada partnered with ThinData to create a dynamic and focused email campaign to drive participation in their “Win My Dream Destination” contest. The purpose of the campaign was to help Air Canada gather additional data from its webSaver® newsletter subscribers so that Air Canada can continue to send relevant and valued email messages.

“Now more than ever it’s important for all businesses to make sure that their email campaigns make a strong and positive impact with customers” said Chris Carder, President and Co-Founder of ThinData. “We worked with Air Canada to ensure that their campaign would also be extremely cost-effective. We’re thrilled that the result was an innovative campaign which is receiving international acclaim.”

Acquired by Transcontinental, ThinData is Canada’s leading permission-based email marketing company serving many of the Nation’s most respected companies including Aeroplan, Blockbuster Canada, Canadian Blood Services, CBC, Canada Savings Bonds, Chapters Indigo, Delta Hotels, Scotiabank and TSN.

About Air Canada

Montréal-based Air Canada provides scheduled and charter air transportation for passengers and cargo to more than 170 destinations on five continents.

Canada's flag carrier is the 14th largest commercial airline in the world and serves 33 million customers annually. Air Canada is a founding member of Star Alliance, providing the world's most comprehensive air transportation network for Canadian domestic, transborder and international travel. Air Canada aircraft offer customers individualized seatback in-flight entertainment systems with hundreds of hours of digital audio-visual entertainment. As well, customers can collect Aeroplan miles for future awards through Canada's leading loyalty program.

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