

Announcement for Immediate Distribution

SEEFELD GROUP ENHANCES MARKETING CAPABILITIES FOR CLIENTS WITH A NEW ADDITION TO ITS TEAM

Laurianne Lessard brings 20 years of experience in research, strategy and management

Montreal, May 8, 2013 – Seefeld Group, an agency providing fully integrated and strategic marketing solutions today announced the appointment of Ms. Laurianne Lessard as Associate, Marketing Research and Strategy.

Ms. Lessard's mandate is to further build Seefeld Group's expertise in marketing strategy and customer retention by bringing proven experience and methodologies in competitive intelligence, research, segmentation, forecasting, planning and brand management. Prior to joining Seefeld Group, Ms. Lessard had been an independent marketing consultant following a long career with a leading Canadian consumer products manufacturer.

"We are delighted to welcome Laurianne to Seefeld Group" says Charles Porteous, President and Founder, Seefeld Group. "Her expertise and approach to marketing is an excellent fit for our clients. I have known Laurianne for over 20 years, and she has always been committed to the principle that excellent marketing starts with a disciplined methodology of identifying and focusing on real customer needs. In today's competitive market place, businesses seeking to acquire and retain profitable customers are increasingly using market data to identify trends that competitors do not see. Throughout her career, I have seen Laurianne provide a valuable contribution to successful marketing initiatives." continues Mr. Porteous.

"I am very pleased to join Seefeld Group and to work again with my longtime colleague Charles Porteous" continues Ms. Lessard. "I look forward to assisting him and his team by identifying and applying actionable insights for successful marketing strategies and campaigns. Being part of Seefeld Group allows me to further share proven approaches in marketing planning, segmentation, forecasting and customer satisfaction with clients from a broad range of industries." concludes Ms. Lessard.

Ms. Lessard's career has been dedicated to achieving excellence in marketing. While completing her Bachelor of Commerce degree in marketing at Concordia University, Laurianne worked in the marketing research department of Imperial Tobacco Canada (ITCan), the country's largest tobacco firm. She joined the company on a permanent basis in 1993, and went on to key roles across marketing including consumer research & insights, marketing planning, strategic forecasting and brand management for the company's most successful brand. After leaving ITCan in 2010, Laurianne became an independent marketing consultant serving clients in the food, food retailing and consumer products industries.

About Seefeld Group

Founded in 2006, Seefeld Group is a Montréal, Canada based marketing agency bringing together world class expertise to assist clients define, launch, and sell their products and services in the global market place. Headed by former marketing executive Charles Porteous with the ongoing support of key alliance partners, Seefeld Group works with clients, both in North America and overseas, in the fields of marketing research, strategy, market development, customer satisfaction, branding, PR and communications, among others. The company's client base includes companies and organizations in aviation, aerospace, manufacturing, business services and consumer products.

www.seefeldgroup.com

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