

Press Release for Immediate Distribution

SEEFELD GROUP ENHANCES AEROSPACE MARKETING AND BUSINESS DEVELOPMENT CAPABILITIES FOR CLIENTS WITH A NEW ADDITION TO ITS TEAM

Maxime Hince brings solid understanding and proven success working with Quebec's aerospace industry supply chain

Montreal, December 3, 2014 – Seefeld Group, an agency providing fully integrated and strategic marketing solutions for the aerospace industry today announced the appointment of Mr. Maxime Hince as Associate, Marketing Research and Strategy.

Mr. Hince's mandate is to further solidify Seefeld Group's established expertise assisting aerospace companies maximize their sales potential. Both his extensive knowledge of the aerospace supply chain and his successful consulting background enhance Seefeld Group's offering of valued added international marketing solutions for aerospace and other industry sectors. Prior to joining Seefeld Group, Mr. Hince was an independent marketing consultant working closely with leading aerospace companies and industry associations in Quebec and overseas.

"We are delighted to welcome Max Hince to Seefeld Group" says Charles Porteous, President and Founder, Seefeld Group. "His expertise in aerospace and proven track record in helping businesses grow is an excellent fit for our clients. Max is fully committed to the principle that sales success starts with a disciplined business development methodology that is aligned with a company's selling process. Now more than ever, this philosophy is critical as, increasingly, Quebec's aerospace industry is seeking to develop new markets both at home at abroad – all at a time when global competition is increasing and becoming more intense. Throughout his career, Max has been passionate about the need for the local aerospace industry to adopt winning commercial strategies" continues Mr. Porteous.

"I am very pleased to join Seefeld Group and it is a privilege to work with top professionals like Charles Porteous and his team" continues Mr. Hince. "I look forward to assisting Seefeld Group reinforce its strength in aerospace marketing by offering thought leadership and insight on how business development techniques can be successfully applied. Being part of Seefeld Group also allows my existing clients to further leverage the capabilities of a broader marketing team with experience in marketing research, competitive intelligence, customer satisfaction, PR, branding, communications, social media and other disciplines", concludes Mr. Hince.

Mr. Hince has dedicated his career to achieving excellence in strategy, business development and marketing. He holds a Master's in Public Administration jointly from University of Sherbrooke in Canada and Université Paul Cézanne - Aix-Marseille III in France. He also holds a Bachelor of Arts degree (specializing in Economics) and a Certificate in Management both from Laval University in Quebec City, Canada. Since completing his education, Mr. Hince has

worked both in the private and public sectors as a strategic business advisor to both small and large corporations. In 2011, leveraging his fluency in Spanish, he founded NoSomérica Consulting Group Inc. specializing in business development advisory for companies selling between Canada and Latin America. During his nearly 10 year career, Mr. Hince has worked with more than 40 aerospace companies culminating with an important consultancy mandate for Aero Montréal. In this latest role, he assisted leading suppliers in Quebec's aerospace industry become better prepared in the areas of marketing and business development.

About Seefeld Group

Founded in 2006, Seefeld Group is a Montreal, 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. The firm is headed by former Bombardier Aerospace marketing director Charles Porteous with the ongoing support of key alliance partners, such as AdHoc Research (adhoc-recherche.com), Communications DG4 (DG4.com) and Emerald Media (emeraldmedia.co.uk). 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 leading aerospace and aviation companies both in Canada, the United States and Europe. Seefeld Group also serves multiple business and organizations in B-2-B, manufacturing, business services, technology, consumer products and not for profit.

www.seefeldgroup.com

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