

## **Cohn & Wolfe Opens Calgary Office with the acquisition of a majority interest in Extend Marketing**

**CALGARY, Alberta – October 25, 2006** – Cohn & Wolfe | Canada announced today the opening of a Cohn & Wolfe Calgary office with the acquisition of a majority interest in Extend Marketing Inc. Extend’s founders remain partners in the firm and will continue to lead its operations.

The new Calgary office will offer clients of both firms access to an enhanced team of public relations professionals and to a broader array of communications services. Extend will operate under the Cohn & Wolfe name, leveraging the brand’s strong reputation for creativity and communications excellence as well as its national and international network of offices. The merged firm’s clients include leading corporations from the financial, energy, healthcare, technology, consumer products and not-for-profit sectors.

“Extend Marketing is an excellent fit with Cohn & Wolfe and will provide our clients with greater access to the Alberta market.” said Carol Panasiuk, executive vice president of Cohn & Wolfe | Toronto. “Over the past five years, Extend has established a strong and loyal client base, receiving accolades and awards by providing Alberta-based organizations such as EnCana Corporation, several other of Canada’s top oil and gas companies and national not-for-profit organizations with results-driven programs and flawless execution”, she added.

Extend Marketing has evolved with the direction of Ceilidh Price, Trevor Beckman and Robb Price as a full-service marketing and communications firm. Extend focuses on community relations and community investment programs through strategic counsel, media and public relations, event management and planning and graphic and web design. The move will see the three principals continue to lead the office and the Calgary operations become an important member of the Cohn & Wolfe | Canada and international network.

“We are very excited about this opportunity to broaden our services to clients through the resources of the Cohn & Wolfe network and the wealth of communications expertise that resides in the firm. Cohn & Wolfe has a stellar reputation in the public relations industry and we have a common commitment to client service, in-depth sectoral expertise and creativity”, said Ms. Price.

Cohn & Wolfe | Canada, with offices in Toronto, Montreal and now Calgary, is wholly-owned by NATIONAL Public Relations. It is an affiliate of Cohn & Wolfe Worldwide, a leading international firm with 12 offices around the globe, providing business results and marketing communications solutions to clients in a wide range of business sectors.

-30-

### **FOR FURTHER INFORMATION, CONTACT:**

Carol J. Panasiuk, APR  
Executive Vice President  
Cohn & Wolfe | Toronto  
Telephone: (416) 924-5700

Ceilidh Price  
Managing Partner  
Cohn & Wolfe | Calgary  
Telephone: (403) 228-6688