



PRESS RELEASE

FOR IMMEDIATE RELEASE

June 3, 2009

NADbank Inc. 2009 Board of Directors

NADbank Inc. (Newspaper Audience Databank) held its Annual General Meeting on May 27, 2009. Kevin Bent, President & Publisher; Pacific Newspaper Group continues as Chair of the NADbank Board of Directors. Andrew Saunders, Vice President Advertising Sales; The Globe and Mail will be Vice-Chair replacing Sunni Boot, President & CEO; ZenithOptimedia Canada Inc. who completed her tenure. Veronica Engelberts, President; Vector Media will be Treasurer replacing David Campbell, President & CEO, GroupM Canada who has retired from the NADbank Board.

Also remaining on the Board are:

- Sunni Boot President & CEO; ZenithOptimedia Canada Inc.
- Don Brander Publisher & General Manager, The Guardian; Group Publisher Transcontinental Media Nova Scotia & Prince Edward Island
- Bruce Claassen Chair, Aegis Media Canada
- Jean Durocher Vice President, Sales & Marketing; La Presse, Ltée
- Kin-Man Lee Publisher & CEO, The Toronto Sun and 24 hours
- Sandy MacLeod Vice President Consumer Marketing, Toronto Star
- Bill McDonald Group Publisher, Metro English Canada
- John Tarantino Vice President, Media Director, COSSETTE
- Alain Tardy Vice President Media; Marketel
- Peter Vaz Vice President, Director Digital Communications, M2 Universal Digital

Newly elected to the Board is:

- Sara Hill President, M2 Universal Communications Management

Retiring from the NADbank Board are:

- Tom Batho Director of Media, Marketing & Communications; Rogers
- David Campbell President & CEO, GroupM Canada
- Jennifer Holgate Vice President Digital Media, Canwest Media Inc.
- Shannon McPeak Vice President, Corporate Advertising Sales; Sun Media Corporation

The Board of Directors and the volunteers participating on committees have been integral to the growth and development of the Study and the organization. The Study has evolved over the years and provides members with excellent up-to-date readership data on 80 Canadian daily newspapers and 2 Detroit dailies in 54 urban markets across Canada. Also available is readership data for 58 community newspapers in 33 markets. NADbank staff on behalf of our members would like to thank the members leaving the Board for their time, insight and support during their term with NADbank.

NADbank is the principal research arm of the Canadian Daily Newspapers industry and a tri-partite organization whose membership is comprised of daily newspapers, advertising agencies, media companies and advertisers. NADbank conducts annual readership, product, retail and lifestyle category studies in urban markets across Canada.

For more information, please contact:

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