

## Partners

Ignite Excellence Inc. is a member of the Environics Group of companies. This means Ignite Excellence has access to superior research and public relations. Ignite Excellence also has a strategic alliance with other organizations to complement our suite of offerings so we continue to bring the exceptional expertise and solutions to our clients.

### Strategic Alliance Partners

Consulting Engineers of Ontario (CEO) is the voice of Ontario's consulting engineering sector. An association representing over 250 consulting engineering firms in Ontario, CEO works with government and other stakeholders to proactively promote the business and professional interests of its members. CEO aspires to create a positive business and regulatory climate for its members. CEO is a member organization of the Association of Canadian Engineering Companies.

The Osborne Group is Canada's Premier Contract and Interim Executive Management Resource. It is a national team of over 80 experienced executives who have been helping organizations succeed for over 15 years by providing hands-on management across a wide range of competencies. The Osborne Group works with clients flexibly in 3 ways; filling executive positions of all functional areas on an interim or contract basis; leading major projects that require senior level experience to ensure implementation; and consulting on critical issues, providing pragmatic assessment of a situation with the option of executing on the recommended solution.

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Environics Communications Inc. is a full-service, management-owned public relations agency focusing primarily on the advanced technology, financial services, health sciences, association, non-profit and consumer sectors. Ranked #2 on the list of the 50 Best Workplaces in Canada for 2008, the firm has also won more than 125 awards for client work. Environics has a strong commitment to reducing environmental impact and in June 2008 became the first North American PR agency to be carbon neutral. The firm's offices are located in Montréal, Toronto, Metro New York and Washington, D.C.

Environics Research Group provides the answers. Whether you are in business or the public sector, Environics Research Group is uniquely positioned to gather and analyze the critical data that will give you a competitive edge. Solid data, analyzed by experts with a high level of insightful interpretation. We deliver results.

Environics Analytics specializes in geodemographic segmentation, site modeling and custom analytics. With the most experienced team of target marketers in Canada, we deliver data-driven insights to help businesses reach their customers effectively.

Capital-Image is an integrated communications boutique agency, located in Montreal, Quebec, that helps companies and organizations increase their image capital and manage their reputation through integrated, intelligent and high-impact

communications.

Free For All Marketing is Canada's premier sampling and event marketing agency. From St. John's to Victoria, we create brand experiences that are relevant, personable and memorable. Working together with our sister company &ndash; Environics Research &ndash; we apply the latest research and insights into your demographics to develop targeted direct-to-consumer programs. From ski hills to transit stations, we tap into our database of 10,000+ events and venues across Canada to position your brand where you need to be.

Research House, established in 1976, is Canada's most diverse data collection company. With offices in Toronto and Montreal, Research House provides CATI, Online, Omnibus and Qualitative research services to some of Canada's best known public opinion, market research and packaged goods companies. Purchased in the summer of 2000 by the Environics Group, but operating independently within the Group, Research House has a reputation for exceptional customer service and high quality deliverables.

Sequentia Environics is a communication agency specializing in connecting you with your customer community using diagnostic content, online tools, & analytics to drive customer acquisition, engagement, revenue and profitability.