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[Vi Taler Berlitz! Wir sprechen Berlitz! Parliamo Berlitz! We Speak Berlitz!](#)

**Euro RSCG Brann and Stratégies Marketing Direct Win National AOR
for Berlitz Canada**

Toronto and Montreal, Canada, February 24, 2004 – Toronto-based Euro RSCG Brann and Stratégies Marketing Direct in Montreal today announced that Berlitz Canada has awarded its national AOR assignment to the two agencies. This marks the first large win since Euro RSCG Brann and Stratégies Marketing Direct began working together in summer 2003.

Berlitz Canada is the country's leading provider of language training services operating 9 language centres coast to coast. For over 35 years, Berlitz Canada, a subsidiary of Berlitz International, has been providing the highest quality and the most comprehensive menu of language services available in Canada.

Paul Allamby, President of Euro RSCG Brann, said, "Our Alliance with Stratégies Marketing Direct has opened the door to a world of new opportunities with new and existing clients. This first win demonstrates the power that Creative Business Ideas® can deliver. Entry into Quebec is a key strategic initiative, especially as Quebec has the second-highest number of corporate headquarters and the second largest English-speaking population. Our new Montreal presence now gives us the ability to serve our clients at a truly national level."

"When we started working together last summer, we believed there was a space in the market for another national player," commented Mark Morin, President of Stratégies Marketing Direct. "This win is proof positive that we were right. It is the consecration of our relationship, a significant boost to our business and the first of many wins as we actively pursue new business opportunities in both markets. In today's increasingly complex environment, clients demand a comprehensive range of marketing communications, analytics, and insight capabilities—seamlessly integrated in a single point of contact. This alliance provides Stratégies Marketing Direct and Euro RSCG Brann with exactly what the market is looking for."

Darryl Simsovic, Managing Director of Berlitz Canada said, "The fact that Euro RSCG Brann and Stratégies Marketing Direct can simultaneously serve us in both Toronto and Montreal was important to us. In addition, of all the agencies who were invited to pitch, they were the ones who most clearly demonstrated a detailed understanding of our business. Their vast experience in the field of Education and Business-to-Business marketing was clearly the deciding factor for us. We're counting on that expertise to help us consolidate and dramatically grow our position as the leader in Canada for consumer and business language training services."

Established in 1992, Euro RSCG Brann Canada is a part of Euro RSCG Worldwide, a division of Havas, a world leader in communications (Nasdaq: HADV, Euronext Paris: HAV.PA). We deliver communications that impact behavior, build relationships and drive results for blue-chip clients that in Canada include CIBC, Diageo, Rent A Center and Canadian Tire Auto Club. As an agency, Euro RSCG Brann's focus is to directly impact our client's business performance through Creative Business Ideas® that are communications channel neutral – we believe that marketing investment should move to where the best ROI is delivered.

Founded in 1989, Stratégies Marketing Direct is a full service relationship marketing and communications agency located in Montréal. Stratégies has won numerous creative and marketing awards including an impressive 23 Flèche d'Or (Golden Arrow) awards from the Relationship Marketing Association (RMA), five RSVPs from the Canadian Marketing Association, as well as several international awards for its highly successful campaigns for clients such as Desjardins, Canac (a division of CN), Sopexa, Solutia Canada, Tele-direct Yellow Pages, Bell Mobility, United Way and the Montreal Museum of Fine Arts. The agency's clients also include Tremblant, IGA (Sobey's), Québec Loisirs, ExpressMag (Hachette), Maison de la France and Les Grands Ballets Canadiens de Montréal.

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Press Contacts:

In Toronto

Paul Allamby
President
Euro RSCG Brann
(416) 643-2350
www.brann.com

Darryl Simsovic
Managing Director
Berlitz Canada Inc.
(416) 924-5167
www.berlitz.ca

In Montréal

Mark Morin
Président
Stratégies Marketing Direct
(514) 846-8846
www.strategies.ca