

For immediate release

Louis Duchesne named Executive Vice-President and General Manager of Cossette in Quebec

Montreal, October 23, 2015 – Mélanie Dunn, President and CEO of Cossette Canada, is delighted to announce the appointment of Louis Duchesne as Executive Vice-President and General Manager of Cossette in Quebec. In his new role, Mr. Duchesne will oversee the operations of the agency's Montreal and Quebec City offices, as well as sit on Cossette's national executive committee. Mr. Duchesne, formerly Senior Vice-President and General Manager of Cossette's Quebec City operations, succeeds Ms. Dunn, who was recently promoted to the helm of Cossette Canada.

"This appointment is part of a national succession plan established two years ago," Ms. Dunn explains. "We invest heavily in our employees' development and advancement, and it's always gratifying to be able to promote internally. Louis embodies our corporate values and culture, making him the consummate choice to succeed several generations of great leaders at Cossette. Under his direction, the Quebec City office achieved the highest growth and revenues since it opened back in 1972, and his creative product has earned national and international recognition. Louis is the ideal leader to take over the reins of Cossette in Quebec."

"I accept this challenge with pride and humility, as well as confidence, thanks to the incredible management team in Quebec City," said Mr. Duchesne. "Plus, our integrated service offering, as diversified as it is digitally innovative, is perfectly in keeping with the challenges facing brands today. Our relationship marketing approach alone is a boon for Cossette and our clients, and I intend to capitalize on this competitive edge to invest more in creativity and innovation. It will be an honour to oversee such a unique team of talented individuals," Mr. Duchesne said.

Originally from Montreal, where he attended McGill University, Mr. Duchesne spent six years working for Nurun before being recruited by Cossette in Quebec City, where he served as General Manager of the interactive division before being named Vice-President of the integrated agency in 2009. Since 2013, he has also held the position of Senior Vice-President of Cossette in Quebec, heading up national accounts such as General Motors, La Maison Simons, Office du tourisme de Québec, CAA-Québec and Gaz Métro.

About Cossette

Cossette (www.cossette.com) is an independent, fully integrated marketing communications agency that holds a dominant position in Canada and can call on a network of specialized agencies operating around the world. Cossette is a community of talents, a unique gathering of expertise and creativity that builds strong brands for its clients and maintains a dialogue with consumers. Cossette has offices in Quebec City, Montreal, Toronto, Vancouver and Halifax.

For more information

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