Vision7 announces the launch
of a new agency within its network

Montreal, April 14, 2015 – Vision7 recently announced the launch of communications agency K72 as part of its international network. K72 will offer integrated communication marketing services based on an agile approach. With offices in Montreal and Quebec City, K72 will be called upon to seize business opportunities within the Quebec market. K72 will also be able to partner with other agencies in the Vision7 network to promote brands nationally. With a business model focused on entrepreneurship and creativity, K72 shares many values with its sister agency, Cossette.

"I was absolutely delighted to join K72. I began my career at Cossette and I'm happy to once again be a member of the Vision7 family and share the organization's values," said Guillaume Mathieu, Executive Director of Account Services and Strategy at K72.

"The launch of K72 fits perfectly within Vision7's growth plan," added Mélanie Dunn, President of Vision7 in Quebec. "This new agency can count on the combined forces of the Vision7 network for PR, media placement and much more."

K72 already has a number of clients, including Promutuel Insurance, BMR, Sunice, and the Association québécoise du propane. To find out more, visit www.k72.ca.

About Vision7
Vision7 International (vision7international.com) is among the 25 largest international communications agencies, with over 1,100 employees in Canada, the U.S. and the U.K. Vision7 International has two divisions, Cossette (www.cossette.com) and EDC Communications (www.thisisedc.com). Cossette is a fully integrated agency that enjoys a leading position in Canada with offices in Quebec City, Montreal, Toronto, Vancouver and Halifax. EDC is a globally recognized network of specialized agencies including Citizen Relations, Jungle Media and K72. In addition to its offices in New York, Los Angeles, and London, EDC also operates in major Canadian cities.

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