

For Immediate Release

Melanie Dunn Named President of Cossette in Quebec

Dunn assumes overall responsibility for Quebec as President and Chair of Vision7; Louis Duchesne is promoted to SVP and GM of the Quebec City office.

Quebec City, April 10, 2013 - Melanie Dunn, Cossette Executive Vice-President and General Manager in Montreal for the past two years, assumes overall responsibility for Cossette's Quebec operations as President of Cossette in Quebec and Chairman of Vision7 in Quebec. Vision7 International is Cossette's parent company.

At the same time, Louis Duchesne, Vice-President of Cossette is promoted to Senior Vice-President and General Manager of the agency's Quebec City office.

The combined operations of Montreal and Quebec City totals some 400-plus employees.

"The marketing communications industry is heading into an exciting new era that will require constant adaptation and visionary leadership," says Claude Lessard, Chairman and CEO of Vision7 International. "Melanie and Louis represent a new generation of Cossette leaders who are poised to face the challenges of today. I am proud of the new leadership we have in Quebec and am very excited by the bright future that lies ahead for our agency."

Dunn joined Cossette in 2000 and steadily rose through the agency's promotion and relationship marketing division, becoming Vice-President and General Manager in 2007. In 2011, she assumed overall responsibility for Cossette's Montreal office as EVP and General Manager.

"Under Melanie's leadership, our Cossette Montreal office has performed extremely well both in terms of its communications product and growth, adding a number of prestigious new clients to our agency roster, including Aeroplan, Royal Canadian Mint and Transat," says Brett Marchand, Cossette CEO.

"Similarly, under Louis' management, our Quebec City office has experienced consistent growth and product improvement and has become the leading agency in that market," adds Marchand.

"I am thrilled to be taking the reins in Quebec," says Dunn. "Our Quebec operations represent a strong combination of talented employees and exceptional clients and with the advantage of Cossette's unique culture of entrepreneurship and innovation, we are well positioned to build further on our success in Quebec."

"Building further strong ties between our Quebec City and Montreal offices will add more depth to our offering to the benefit of both our employees and our clients," adds Duchesne.

With the promotion, Dunn also joins the senior ranks of Vision7 management as a member of the Vision7 International Executive Management Team.

ABOUT COSSETTE

Cossette is a fully integrated communications marketing 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.

-30-

For information:

Marilyne Levesque

514 985-8214

marilyne.levesque@cossette.com