



CDM MONTRÉAL

1600 NOTRE-DAME OUEST, BUREAU 304
MONTRÉAL, QUÉBEC, CANADA
H3J 1M1

www.thecdmgroup.com

August 19, 2011

**BOOM Works CDM and Vincelli Communications are now
CDM Montréal**

*It's brand new. It's evolutionary.
We'd like you to be the first to know.*

After a decade of working together to deliver state-of-the-art healthcare marketing and advertising solutions, **BOOM Works CDM** and **Vincelli Communications** are pleased to announce their formal union as **CDM Montréal**.

No healthcare agency in Canada is better positioned to offer clients the same level of expertise in both brand strategy *and* multi-channel marketing. While fully cognizant of and compliant with Canadian regulations, **CDM Montréal** creates amplified 360-degree solutions for brands. Just as important, it provides the support that marketers need to navigate the ever-expanding menu of channel options, at a time when both manpower and budgets are shrinking.

As part of CDM World Agency—a global network of thirteen full-service agencies—**CDM Montréal** is directly linked to global medical and digital resources. This ensures that clients stay ahead of trends, while benefiting from the efficiencies of global resources. The physical merging of the BOOM Works CDM and Vincelli Communications teams and their respective expertise enable a new level of Canadian and global talent-sharing and, ultimately, an unparalleled agency offering.

We look forward to showing you how our new, expanded CDM Montréal agency team can drive your business faster, farther, and more efficiently.

Sincerely,

A handwritten signature in black ink, appearing to read 'Gina Vincelli', written over a white background.

Gina Vincelli
Vice-President, Digital Operations

A handwritten signature in black ink, appearing to read 'Jamie Fisher', written over a white background.

Jamie Fisher
President

Some fine print:

Location, location, location:

For the next few months, Vincelli's office will remain at its current location. We plan to move the entire team to the current BOOM Works CDM location in mid-to-late November 2011. We will notify you in advance of the final moving date.

Vincelli Communications (current address; will change in November 2011 to the CDM Montréal location)
270 rue Prince, studio 202
Montréal, Québec H3C 2N3

CDM Montréal (current BOOM Works CDM address; will not change)
1600 Notre-Dame Ouest, bureau 304
Montréal, Québec H3J 1M1

Contacting us:

Whether you call the Vincelli team or the BOOM Works team you will be talking to the new CDM Montréal office(s) – so don't be surprised when you hear "CDM Montréal, bonjour."

Vincelli Communications (current phone and fax; will change in November 2011):
Phone: 514-866-1222
Fax: 514-866-6119

CDM Montréal (current BOOM Works CDM phone and fax; will not change)
Phone: 514-937-1446
Fax: 514-937-3207

Email – Both offices and staff will maintain their existing email addresses until the move.

For Finance:

All jobs currently having a PO with Vincelli Communications will continue to be billed/invoiced by Vincelli Communications until December 1st, 2011. At this stage any new invoicing will be issued by CDM Montréal.

All jobs estimated going forward for both companies will be estimated under the CDM name. And all POs should be made to CDM Montréal.

BOOM Works CDM – no change (is already a CDM-owned company).