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Announcing: NRG Research Group

#2 in Western Canada....and Growing

Two of Canada's leading polling firms have merged to create the second largest market and public opinion research company in Western Canada, and one of the largest firms of its kind in the country.

Effective today, Western Opinion Research and Nordic Research Group have joined forces to create **NRG Research Group**. The merger positions NRG as one of the top two polling firms in the West, where it has offices in Vancouver, Calgary and Winnipeg (and a state-of-the-art field centre also located in the Manitoba capital). These offices, together with those in Toronto and Halifax, render NRG a leading national firm, capable of handling any market or public opinion research assignment.

"The decision to merge our two companies is based on the belief that we are stronger together than either company is alone," said Brian Owen, President of NRG. "The skill and experience possessed by our newly combined staff will enable NRG to provide outstanding service to our clients."

Dr. Owen founded Western Opinion Research in 1981. The firm provided leading-edge market and public opinion research services to clients across Canada and the U.S. for nearly 25 years.

Meanwhile, Nordic Research Group, building on the twenty-year track record of its predecessor company, CGT Research, had since its establishment grown to become one of the most respected market and public opinion research firms in Canada.

Former Nordic CEO, Dr. Jón Johnson, the Chairman of NRG, said the purpose of the merger "was to bring together many of the industry's leading talents, which will enable us to create a company that is a Canadian and world leader in all facets of market and public opinion research."

Dr. Johnson is best known as the founder of the GPC International Group of Companies, which he established in 1986. As founder/CEO and then Chairman/CEO, he oversaw GPC's

transformation in less than a dozen years from a one-person Canadian firm into one of the largest public affairs and strategic communications consulting companies in the world and the leading firm of its kind in Canada and Europe.

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