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**For immediate release:  
February 1, 2006**

## **NRG Research Group Opens Offices in Alberta (Calgary and Edmonton)**

### **#2 in Western Canada...and Growing**

In response to growing client demand Western-based NRG Research Group opened offices in Calgary and Edmonton on January 15, 2006, staffed by some of the best research professionals and advisors in Canada.

Since its creation in 2005, from the merger of Western Opinion Research and Nordic Research Group, NRG has been consolidating its position as the second largest market and public opinion research firm in Western Canada, and one of the leading companies of its kind nationwide.

Today, with offices in Vancouver, Calgary, Edmonton Winnipeg and Toronto - and with associated offices in Montreal, Halifax and the U.S. - NRG is able to provide leading-edge research services to clients throughout North America.

Our Alberta operation will be led by Derek Blair, one of Canada's top market research professionals, who brings a wealth of skills to his role as Senior Vice President, based in Calgary. In Edmonton, our office is headed by Greg Turner, Vice President, whose knowledge of marketing in the food, beverage and gaming industries is second-to-none.

We are especially pleased to announce that Rod Love (President of Rod Love Consulting in Calgary) will be joining NRG as Senior Advisor. Rod is one of Alberta's best known experts on politics, government and the media. He will provide NRG with advice in these and other areas, including corporate strategy and public opinion research.

The enclosed published appointment notice provides biographical information on Rod, Derek and Greg. Further information is available on our website:  
[www.nrgresearchgroup.com](http://www.nrgresearchgroup.com).

A handwritten signature in black ink that reads 'Brian E. Owen'.

Brian E. Owen, President

A handwritten signature in black ink that reads 'Jón B. Johnson'.

Jón B. Johnson, Chairman

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## NRG Research Group

NRG Research Group is pleased to announce the establishment of offices in Alberta and the appointment of principals.



**Rod Love, Senior Advisor**, is one of Canada's most respected political strategists and experts on government decision making. Mr. Love will provide advice to NRG in the areas of strategic planning, business development and public opinion research. A former Chief of Staff to the Premier of Alberta, Mr. Love is President of Rod Love Consulting Inc., based in Calgary. He studied political science at Alberta universities and at Exeter College, Oxford, and is a graduate of the Banff School of Advanced management.

**Derek Blair, Senior Vice-President**, is one of Alberta's leading market research professionals. Mr. Blair has an extensive background in strategic marketing research and is one of Canada's most recognized experts in energy market research. Formerly a Vice-President in Calgary with a major international market research company, Mr. Blair will be managing NRG's overall practice in Alberta from our Calgary office. An expert in both qualitative and quantitative research, he holds a Ph.D. from the University of Calgary.



**Greg Turner, Vice-President**, is an acknowledged expert in many areas of market research, including new product development and testing, branding and corporate image. A former senior manager with Molson Breweries and Kraft Canada, Mr. Turner has a broad sales and marketing background. He has worked extensively in the gaming and entertainment industries and joined NRG from the British Columbia Lottery Corporation. Based in Edmonton, Mr. Turner holds a M.Sc. in Consumer Studies from the University of Guelph.

Western-based NRG Research Group is one of Canada's leading market and public opinion research companies. NRG was formed in 2005 from the merger of Western Opinion Research and Nordic Research Group, companies led by Dr. Brian Owen and Dr. Jón Johnson, respectively, who are now President and Chairman, respectively, of NRG. From offices in Calgary, Edmonton, Vancouver, Winnipeg and Toronto - and through associates in Montreal, Halifax and the U.S. - NRG provides leading-edge research solutions to companies and organizations throughout North America.

Market & Public Opinion Research  
[www.nrgresearchgroup.com](http://www.nrgresearchgroup.com)

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