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FOR IMMEDIATE RELEASE

Xposure PR, Inc. Announces ACE and Ovation Award Wins

Awards Recognize Achievements in Communications Excellence from Industry Peers

June 1, 2005, Toronto, ON.- Xposure PR, Inc. has captured two prestigious award wins for outstanding achievements in Public Relations from the Canadian Public Relations Society (CPRS) and the International Association of Business Communicators (IABC).

On April 26th, Xposure PR received the Bronze ACE Award (Achieving Communications Excellence) from CPRS in the 'Targeted Audience Awards' category. The award recognized Xposure's achievements in employee communications for its work on Project Galileo for Bell Canada, Enterprise Group. The goal of the Project Galileo communications plan was to inform, educate, support and motivate employees as the company implemented the first phase of its transition of its core network and business to an IP MPLS protocol – representing the largest shift in Bell Canada's 125 year history. The communications plan involved a range of strategic and creative tactics from newsletters and incentive-based employee quizzes, to customer case studies, web articles and key messages for executives. Betty Alexander, president of Xposure PR, developed the strategic plan and Caroline McGrath, associate with Xposure PR, was the project manager on the account.

An IABC Ovation Award of Merit was granted in the Media Relations category for Xposure's work with Spencer Francey Peters (SFP), The Strategic Council and Canadian Business Magazine in creating The Branding Survey. This national survey will be conducted annually to establish Canada's best and worst managed brands. The account was managed by Cathy-Anne O'Brien, associate with Xposure PR.

"We strive to produce award-winning programs for each client we work with. Receiving an award from our peers helps to validate our process and results," said Betty Alexander, president of Xposure PR.

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About Xposure PR

Xposure PR is a partner-based public relations agency located in Toronto, Ontario. It is a results-oriented agency helping companies to gain visibility and awareness through public relations. Its areas of expertise include PR for telecommunications, technology, foodservice, consumer products, professional services, and industry associations. For more information visit www.xposurepr.com.

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