

Birth of New Nordicity

TORONTO — October 1, 2002 — The leading consultants to the communications industry have re-launched their company to serve the communications and media business.

The Nordicity Group Ltd. has been re-constituted as an independent firm to provide strategy and business process solutions to clients in the public and private sectors, following an agreement with PricewaterhouseCoopers (PwC).

“Five years with a global professional services firm was a wonderful experience in applying business solutions to client processes. We can now harness Nordicity’s analytical skills in the media and telecom industries to make firms more profitable,” comments Peter Lyman, one of the original founding partners of Nordicity and ex-partner of PwC Consulting. “Yet, as an entrepreneurial firm, we can be more creative in business arrangements and innovative in the solutions proposed. Through this evolution to a mid-sized firm, we can now offer clients senior level attention and a nimbleness that comes only with firms our size.” Mr. Lyman, who is spearheading the re-launch, has recently moved to Toronto from Ottawa to be closer to clients.

“I am very excited to be reinforcing my client involvement, and really focusing on the media sector. Nordicity’s film production and broadcasting experience is a great complement to my own experience in newspapers and print,” adds Jerry Brown. Mr. Brown, has also moved from PwC, and brings business process solutions to Nordicity — especially in supply chain and customer relationship management.

“We are at the right place to do policy research projects for the federal government and help position companies and associations before the regulator,” concludes Nordicity and PwC

veteran, Stuart Jack, who has re-opened the Ottawa office. Taking advantage of Canadian experience in wireless communications and its regulation, Mr. Jack also leads Nordicity's practice to assist foreign countries – including the Cyprus Communications Authority, the Botswana Telecommunications Authority, and various Caribbean regulators – e.g. a recent mandate awarded by the Jamaican Spectrum Management Authority regarding fixed and mobile satellite services pricing structures.

Known for its exceptional ability to collect and evaluate complex and voluminous research, Nordicity continues its annual profile of the production industry for the Canadian Film and Television Production Association. The new Nordicity has recently demonstrated this analytical capability by winning competitive bids issued by the Department of Canadian Heritage. Since its re-birth, Nordicity has also undertaken financial modeling assignments for a major Canadian television broadcaster and conducted a valuation for a radio group.

Reinforcing its niche in the content and media sector, Nordicity enjoys a long-term contract with IBM Business Consulting Services. In late 2002, IBM acquired the global consulting operations of PwC, and has accorded special supplier status to Nordicity. In this arrangement, Nordicity helps IBM bring superior IT and business process solutions to the communications and media sector.

Nordicity Group Ltd. (www.nordicity.com) is the pre-eminent, independent, Canadian consulting firm specializing in policy analysis, business strategy, and process improvement for clients in the communications and cultural sectors. Nordicity Group Ltd. helps organizations transform their business through sound strategic decisions, shrewd investments, and effective change processes.

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For more information on Nordicity Group Ltd.:

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