

**For Release 9 a.m. EST
April 20, 2004**

**Nordicity wins e-cinema business feasibility assessment for the NFB and
Telefilm Canada, in association with Winesco**

TORONTO — April 20, 2004 — The National Film Board (NFB) and Telefilm Canada have selected Nordicity Group Ltd. to prepare a business feasibility assessment of e-cinema in Canada. E-cinema holds tremendous potential as an alternative means of distributing and exhibiting independently produced films. This feasibility assessment, to be completed in conjunction with Winesco Corp., will explore the various e-cinema business models and the economics of these business models in Canada. As part of the assessment, Nordicity Group and Winesco will prepare financial forecasts for an e-cinema network in Canada.

Winesco Corp. is a Burbank, California based firm providing business and technology consulting services to theatre chains, and media production, studio distribution, themed entertainment and technology companies.

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.

#####

For more information:

Peter Lyman, +1 416 569 0891, plyman@nlglobal.com

For more information on Nordicity Group Ltd.:

<http://www.nordicity.com>