

**For Release 9 a.m. EST
September 2, 2004**

Nordicity to evaluate Canadian Television Fund Program

Nordicity is awarded contract by the Department of Canadian Heritage to conduct a summative evaluation of the Canadian Television Fund Program

OTTAWA — September 2, 2004 — The Department of Canadian Heritage has selected Nordicity Group Ltd. (NGL) to conduct a summative of the Canadian Television Fund Program (CTFP). Through the CTFP, the Department of Canadian Heritage provides financial support to the development and production of high-quality culturally significant Canadian television programs in English, French and Aboriginal Languages. In 2003-04, the CTFP contributed \$87.5 million in assistance to the Canadian television production industry.

NGL's summative evaluation will address the rationale and relevancy of the CTFP, its objectives achievement and impact, its cost effectiveness, and any alternatives to the program.

For this project NGL is teaming with Bytown Consulting. The final report is expected to be complete in early 2005.

Bytown Consulting (www.bytownconsulting.com) is a management consulting firm based in Ottawa. Bytown's professional services include program and policy evaluation studies based on federal government Treasury Board guidelines; quality management and quality assurance consulting; benchmarking; assessments of capacity and performance measurement for public and private organizations (including management practices, human resources, infrastructure, and funding); advice on standards and regulatory systems in North America; risk assessments; and social and economic impact analysis.

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>