

Parks Canada selects Nordicity to undertake a formative evaluation of the CHPIF

OTTAWA — December 22, 2005 — Parks Canada, the federal-government agency mandated to protect and present Canada's natural and cultural heritage, has hired Nordicity Group Ltd. and its partners Bytown Consulting and Contentworks to undertake a formative evaluation of the Commercial Heritage Properties Incentive Fund (CHPIF).

The objectives of this study are as follows:

1. To assess the adequacy of the CHPIF's program design, program delivery, and management;
2. To assess whether there are modifications that could be made in order to increase the reach and uptake of the program to better achieve its policy objectives; and,
3. To identify alternatives to contribution agreements as a program delivery mechanism, and to explore the views of the private sector regarding incentives and disincentives to heritage conservation.

In the course of this study, Nordicity will prepare a logic framework, evaluate staff and external stakeholders' viewpoints, examine industry trends in the commercial real estate market, analyse program data, and compare parameters and outcomes with other heritage conservation programs in Canada and elsewhere.

Nordicity will deliver the final report to the Strategic Planning and Evaluation Directorate of Parks Canada.

Nordicity Group Ltd. (www.nordicity.com) is one Canada's leading strategy consulting firms for clients in the telecommunications, media/entertainment, culture/content industries. Our

consultants work with clients in both the private and public sectors to make business and policy decisions, and to understand the impacts of policy and regulatory developments.

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For more information on Nordicity Group Ltd.:

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