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Nordicity to evaluate the Canadian Feature Film Policy

Nordicity, in association with Bytown Consulting, awarded contract by the Department of Canadian Heritage for the summative evaluation of the Canadian Feature Film Policy

OTTAWA — February 9, 2005 — The Department of Canadian Heritage has selected a Nordicity Group Ltd. (NGL) and Bytown Consulting to conduct the summative evaluation of the Canadian Feature Film Policy. Through the Canadian Feature Film Policy, the Government of Canada provides approximately \$100 million to assist Canadian creators, filmmakers, producers and distributors to make and market culturally relevant Canadian feature films. The Policy has the following objectives (1) to develop and retain talented creators by investing in screenwriting and professional development for filmmakers; (2) to foster the quality and diversity of Canadian film by restructuring support programs to reward ongoing performance and by encouraging an increase in average production budgets; (3) to build larger audiences at home and abroad through more effective support for marketing and promoting Canadian films; and (4) to preserve and disseminate our collection of Canadian films for audiences today and tomorrow.

NGL's summative evaluation will obtain evidence-based information and address the Canadian Feature Film Policy's objectives achievement; cost-effectiveness and alternatives; and relevance and rationale.

The final report is expected to be complete in mid 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.

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For more information on Nordicity Group Ltd.:

<http://www.nordicity.com>