

BBC strategist joins Nordicity in Toronto

TORONTO — February 1, 2006 — Nordicity Group Limited today announces that Terri Wills, formerly (Acting) Head of Strategy of Factual and Learning at the BBC in London, UK, has joined the firm. Terri will work with Peter Lyman, Senior Partner, to grow the Toronto practice.

Peter Lyman commented: “The Canadian media sector can learn a great deal from the way the BBC is handling a time of great change – the impact of new technologies, growing competition, and tough political scrutiny aren’t issues unique to the BBC. Terri’s tenure in the UK and prior experience in Toronto should really enhance our value to Nordicity’s clients, and we are pleased that she will be joining our team”.

Terri spent three years at the BBC where she developed content strategies across television and new media, public sector partnerships, and e-learning services. Prior to that, Terri was a research analyst at Forrester Research in London, advising companies on technology change in the media and retail sectors.

Terri holds an M.Sc. in Media and Communications from the London School of Economics and an Honours B.A. from Queen’s University.

Nordicity Group Ltd. (www.nordicity.com) founded in 1979, is one Canada’s leading strategy consulting firms for clients in the media/entertainment, culture/content, and telecommunications sectors: broadcasting, print, music, television/film production, new media, art/museums, cable, satellite and terrestrial wireless/wire-line telecommunications. 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. National clients include the Department of

Heritage, CanWest, Corus Entertainment, Bell Globemedia and internationally Vodacom South Africa, Spectrum Management Authority in Jamaica.

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