

RICK HALL PR

Corporate Communications • Media Relations • Strategic Planning • Corporate Sponsorship • Event Planning • Public Policy

RICK HALL PR selected by CMA Ontario for Media Relations Initiatives

TORONTO, February 7, 2006 – Rick Hall Public Relations today announced that CMA Ontario, the Society of Management Accountants of Ontario, has selected Rick Hall PR to provide media and public relations services and support to its ongoing initiatives.

“I am delighted to work with Rick Hall PR in support of CMA Ontario’s media profile and corporate objectives,” stated Sharon Armstrong, vice president of Marketing and Communications, CMA Ontario. “The track record of media relations success the consultancy has achieved for other clients was a key factor in our decision.”

Rick Hall Public Relations will develop and support CMA Ontario’s strategic media relations development. Initial activities include communications planning, and outreach to key business, financial and general media.

“Rick Hall Public Relations is excited to be working with CMA Ontario because the accounting profession has a central role to play in the success of Canadian business,” said Rick Hall, principal, RICK HALLPR. “We look forward to effectively contributing to the organization’s communications objectives.”

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About CMA Ontario

Certified Management Accountants are strategic financial management professionals who combine accounting expertise and business acumen with professional management skills to provide leadership innovation and an integrating perspective to organizational decision-making. CMA Ontario currently has 19,500 members who fall under the umbrella of CMA Canada’s 47,000 national and international membership.

About RICK HALL Public Relations

RICK HALL Public Relations is a Toronto-based media relations consultancy with a solid network of North American business and trade media contacts, and extensive experience in print, broadcast and online campaigns. Connected to a broad-based team of PR experts, RICK HALL Public Relations offers a full-range of communications services. Areas of specialization include professional services, IT/telecommunications, and non-profit public relations.