

ATLANTIC BUSINESS

REGIONAL FOCUS • GLOBAL AUDIENCE

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NEW FACE, NEW OFFICE, NEW FOCUS

Atlantic Business Magazine is pleased to announce the opening of its first-ever Halifax office in Purdy's Wharf, Tower I.

Publisher Hubert Hutton says the decision to open a Halifax office was made in order to ensure an optimum level of service to the magazine's Nova Scotia clientele. "We want to build our relationship with existing clients and increase our product awareness in this key market," he said.

In addition to establishing an office in Purdy's Wharf, Atlantic Business Magazine has also signed Mark Robinson as its new Nova Scotia corporate sales executive. Mark is a print advertising specialist with a proven track record of working with clients on creative, value-added advertising. "We're very excited to have him on our team," notes Mr. Hutton.

In addition to increasing its presence in Nova Scotia, Atlantic Business Magazine is also increasing Nova Scotia's presence in the magazine. Editor Dawn Chafe explains: "In the past, we focused on providing regional representation in every story but we discovered that this diluted local impact. We will continue to be Atlantic Canada's foremost business publication, but beginning in 2006 we will revise the way we do things so that there will be feature stories from each province in every issue. This will give us the freedom to deliver more dynamic stories about individual companies and colourful personalities. As the region's most active business community, this automatically means that HRM-based editorial content will become more prominent in future issues."

Plans are also underway to recruit a well-known, outspoken and controversial Nova Scotian to the magazine's commentary pages. "We are actively searching for a contentious, respected voice to join the magazine – someone whose column will become

an engaging, valuable, informative must-read for our readers,” says Ms. Chafe. The new columnist is expected to be in place early in the new year.

Atlantic Business Magazine is Atlantic Canada’s most trusted, award-winning business magazine. It is a bi-monthly, glossy magazine with the largest circulation in the region.

- 30 -

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