



Ipsos Reid

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Ipsos Reid & Diversity Media Services Join Forces to Conduct Largest Ever Study of Canada's New Mainstream™.

Survey will investigate consumer attitudes of the country's large multicultural communities.

Toronto, ON – (November 27, 2008) - Diversity Media Services Ltd. (DMS), and Ipsos Reid (Ipsos) have joined efforts to launch Canada's first national multicultural research study. This study will explore the buying behaviours and cultural intricacies of Canada's 13 largest ethno-cultural groups in six key census metropolitan areas where nearly half the population of Canada resides. The effort will leverage DMS' cultural competency and in-house agency resources along with Ipsos' research, field reporting expertise and survey technology.

"The information we expect to collect will bridge the knowledge chasm that currently exists in today's marketplace. This study will finally allow our clients to build sound multicultural marketing, human resource, and public relation strategies based on actual information rather than assumptions," says Joe March, Director of Diversity Media Services. "The study is scheduled to take flight in March 2009 with a multi-million dollar outreach campaign in both multicultural and mainstream media targeting these groups in more than 20 languages nationally across Canada."

"This multicultural study is the largest undertaking by any research firm in Canada and the knowledge we gain from this collected information will allow our clients in moving forward to better understand these communities," says Gary Bennewies, President & Country Manager for Ipsos in Canada.

The scope of this study is vital to the efforts of marketers, strategists and brand managers who are trying to successfully develop communications programs to drive multicultural consumers to their brands, products and services. The critical component of the study is the aggregation of common attributes among the 13 ethno-cultural groups across the country.

DMS aims to reinforce its belief that the opportunity to leverage common attributes among the groups will allow for more efficient marketing plans and greater return on investment for clients. First and second generation Canadians form a consumer block of more than 10 million people. Communicating with this group using messages based on a single common actionable insight provides a greater ROI than building numerous campaigns to target each group individually.

Aside from targeting first and second –generation Canadians, the study will also test the cultural commitment of third generation Canadians. In total the study will investigate the relevance of home culture to a group consisting of more than 26 million people or 75% of Canada's entire population

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The outreach will be focused on the population residing in the greater surrounding areas of Toronto, Ottawa/Hull/Gatineau, Montreal, Calgary, Edmonton and Vancouver. The 13 targeted culture groups include: Chinese, South Asian, Mediterranean (Italian/Greek), Arabic, Tagalog, Vietnamese, Portuguese (Portugal/Brazil), Korean, Persian, Russian, Tamil, Latin American and European (German/Polish/Ukrainian/Romanian).

A core foundation of questions will be asked across all groups, with additional question modules defined by industry and companies participating in the study. Core questions will include basic demographics and psychographics as well as tenure in Canada. The outreach across Canada is set to begin in March 2009.

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About Diversity Media Services:

Diversity Media Services Ltd. (DMS) is the multicultural media and consulting division of Multimedia NOVA Corporation, a diversified media services company, publicly traded on the TSX Venture Exchange (MNC.A). DMS acts as a conduit for major advertisers who want to reach Canada's new mainstream media and multicultural communities through a pre-qualified network of over 300 partner publications, radio, television and online properties with a national reach of more than 3 million unique households in over 40 languages. The consulting and research arm of Diversity Media Services Ltd. integrates forward thinking, leading analysis, and proprietary research systems, which allows for seamless execution and adaptation of local and national multicultural strategies

About Ipsos Reid Canada:

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of marketing, advertising and public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals. The company has the biggest network of telephone call centers in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian research practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering a premier suite of research vehicles and tools in Canada. Ipsos Reid is part of Ipsos SA, one of the world's leading survey-based marketing and research firms.

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