

CEDROM-SNi SIGNS AGREEMENTS WITH THE LARGEST MEDIA MONITORING COMPANIES IN CANADA

**These agreements regulate the electronic reproduction
of printed media articles and radio and TV transcripts**

Montreal, January 8, 2004 – CEDROM-SNi has just signed agreements with Bowdens and NewsWatch, the main media monitoring companies in Canada, for the electronic reproduction of newspaper and magazine articles as well as CBC radio and television transcripts to be offered as part of these companies' media monitoring services. The agreements cover articles and transcripts on which CEDROM-SNi holds electronic reproduction rights based on licenses negotiated with the respective publishers or broadcaster.

"We are extremely pleased with these agreements as they confirm that we are taking the right approach with our copyright protection policy," pointed out the President of CEDROM-SNi, François Aird. "Any intermediary distributing media content over the Internet, whether by e-mail or on an intranet, should also be concerned and comply with the applicable copyright laws. This is especially the case for professionals who manage press clippings for corporations or public relations agencies."

The two firms involved believe that creating an operating environment that respects copyright will solidify relationships with their customers because it means that their customers' work will also comply with applicable laws. They consider the approach used by CEDROM-SNi as essential to the growth of their businesses. The recent contracts are part of the publishers' copyright control process to manage media monitoring activities in Canada.

Over the last years, CEDROM-SNi has finalized a number of agreements with key media monitoring agencies in Quebec. These agencies thereby confirmed their respect for licenses for electronic reproduction of selected print media content. The recent agreements are even more encompassing as they also include, in the case of Verbatim and Médiator, radio and television transcripts.

About CEDROM-SNi

CEDROM-SNi is a company that includes near 200 news and business publications, mainly from Canada and Europe, on its CD-ROM and Internet products. Access to the information in CEDROM-SNi products is in full respect of copyright. Content is made available based on agreements signed with each of the publications involved. The company's main products include NewsScan.com, Eureka.cc and Europresse.com Web sites. It has approximately 90 employees and offices in Montreal (Headquarters), Paris, Ottawa, Toronto and Halifax.

Founded in 1989 and leader in its industry, the firm has been a partner of Transcontinental Inc. since 1996.

About Bowdens Media Monitoring

Bowdens Media Monitoring Limited is the leading media monitoring company in Canada, helping public and private sector clients monitor stories of interest in the Canadian media since 1955. Bowdens is headquartered in Toronto with offices in Vancouver, Edmonton, Calgary, Thunder Bay, Sudbury, Ottawa and Halifax and affiliates across the country.

Bowdens is part of the Observer group, the world's largest media intelligence company with more than 2,400 employees and operations in the United States, United Kingdom, Sweden, Canada, Germany, Norway, Finland, Denmark, Portugal, Ireland, Estonia, Latvia and Lithuania.

About NewsWatch

NewsWatch is a media monitoring company that provides comprehensive monitoring of Atlantic Canadian media. NewsWatch is a part of the CCL Group of companies, a consortium of independently managed Atlantic Canadian companies that provide a variety of strategic marketing and communications services. CCL Group and NewsWatch both have headquarters in Halifax, Nova Scotia.