

## **CEDROM-SNi marks 20 years of IT growth and innovation**

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**Montreal, January 12, 2009** — CEDROM-SNi, a Canadian leader in news management and monitoring, celebrates its 20th anniversary – two decades of striking innovation and growth.

"Our Company's evolution and success rely on three elements: our ongoing expertise with new technologies, our employees' involvement and dedication, and the unflagging efforts put in by our partners," asserted François Aird, President of CEDROM-SNi. "Bolstered by our successes over the past 20 years, CEDROM-SNi looks confidently to a promising future. The Company enjoys a strong financial position and is therefore ideally placed to take advantage of current market opportunities," he continued.

CEDROM-SNi owes its current strength to the success of its three services – Newscan.com, Eureka.cc and Europresse.com – which enable users to peruse almost 3,000 information sources on a daily basis as well as search more than 75 million archived documents. These services provide access to a wealth of information that is reliable, widely accepted and consulted by information specialists as well as decision-makers, managers and senior corporate officers.

Following its entrance into the marketplace in 1989, CEDROM-SNi went on to quickly seize various opportunities, thus developing a unique form of expertise and an avant garde concept: the management and dissemination of news through CD-ROMs and subsequently, via the Internet.

In 1995, the Company deployed its expertise to launch Eureka.cc for the Quebec market. This service was an immediate success with various client groups, including businesses, organizations, law firms, advertising agencies, governments and schools. Building on this success, CEDROM-SNi set its sights on other markets and went on to open offices in Ottawa and Toronto (1997) followed by Paris (1998).

The success of this strategy translated to astounding growth in the demand for CEDROM-SNi's services, leading to the launch of Newscan.com on the Canadian market and Europresse.com on the European market in 1998 and 1999 respectively.

CEDROM-SNi has positioned itself today as a Canadian leader in its area of expertise, as well as one of the major players in this business in France. The Company continues to build on the legacy it has developed from a foundation of ongoing expertise in new technologies and perseverance in understanding its clients' needs, while it pursues the development of innovative, user-friendly, high-performing electronic services.

CEDROM-SNi signs license agreements with its publisher partners, thus ensuring that its clients' use of media content is in compliance with current copyright legislation.

Few companies to date have succeeded in developing a profitable business model that is entirely IT-based. Over the past 20 years, CEDROM-SNi has been able to meet this challenge.

### **About CEDROM-SNi**

CEDROM-SNi is a press content aggregator offering a suite of services that enable access to almost 3,000 news and business publications created primarily in North America and Europe. Its archives – comprising a repository for more than 75 million documents – are updated daily with almost 80,000 new articles that can be set up to generate e-mail or intranet alerts based on pre-established profiles. By entering into agreements with each source publication, the Company ensures that access to the information contained in its products is always in compliance with copyright legislation. Its primary products are the Newscan.com, Eureka.cc and Europresse.com websites. CEDROM-SNi operates offices in Montreal, Paris, Ottawa, Toronto and Halifax that are staffed by a total of approximately 90 people. The Company was founded in 1989, and entered into a partnership with Transcontinental Inc. in 1996.

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