



NEWS FROM TORONTO, CANADA

For immediate release

TOURISM TORONTO NAMES NEW MARKETING AGENCY TO CARRY THE TORONTO STORY TO THE WORLD

Toronto, ON (December 16, 2010) – Tourism Toronto announced today that it has named Crispin Porter + Bogusky (CP+B) as its new lead marketing agency.

In making its selection, Tourism Toronto noted CP+B's creativity and high degree of experience with new and traditional media, as well as the team's obvious and genuine passion for Toronto.

"We're looking to the CP+B team to help us ignite a conversation with sophisticated urban travellers around the world about a destination that will excite and surprise them," said Joel Peters, Tourism Toronto's Senior Vice President and Chief Marketing Officer. "It's a conversation that needs to take place across all media channels seamlessly, powered by smart marketing ideas."

Tourism Toronto's promotional programs dually target both the near markets in Ontario and the border states who know Toronto well and visit frequently when inspired by something new, as well as travellers from major urban centres in the United States and around the world who will fuel the growth in tourism to Toronto over the coming years.

"These are passionate clients who have set the bar very high—exactly the kind of clients who bring out the best in us," said CP+B's Toronto President & CEO, Shelley Brown. "We love Toronto and are tremendously excited about the opportunity to prove to the world why we do."

Today's announcement concludes a comprehensive agency review and RFP process. More than 100 firms responded to the call and Tourism Toronto retained Reynolds & Fyshe to manage the search process.

"Toronto is on the rise, both figuratively and literally," said David Whitaker, President & CEO of Tourism Toronto. "The challenge, as always, is to tell that story aggressively and artfully, and we believe we have the right team to spark that conversation. Toronto's continued emergence as one of the fastest growing destinations in North America, coupled with working with an agency of the global magnitude of CP+B, speaks volumes."

About CP+B

CP+B, a member of the MDC Partners network, has a client list that includes Microsoft, Unilever, Kraft, Burger King, Phillips, Coke Zero, Discovery networks, American Express, Domino's Pizza, MetLife, Molson Canadian, Old Navy, IKEA, SAS, Best Buy and Bolthouse Farms' Baby Carrots. CP+B has more than 1,000 employees worldwide, collaborating across six factories: Boulder, Miami, Los Angeles, Toronto, London and Gothenburg. The agency has \$1.6 billion in billings and is one of the most-awarded agencies in the world—with the unprecedented distinction of winning the Grand Prix at the Cannes International Advertising Festival in every category. CP+B has been awarded Interactive Agency of the Year three times at Cannes, most recently in June of this year, and in 2010, CP+B was also named Agency of the Decade by *Advertising Age*. CP+B and its work have been covered worldwide by the *New York Times*, the





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Wall Street Journal, the Financial Times, CNN, FOX, CNBC, the Colbert Report and Saturday Night Live.

About Tourism Toronto

Tourism Toronto, Toronto's Convention and Visitors Association, is an industry association of 1,250 members established to sell and market the greater Toronto region as a remarkable destination for tourists, convention delegates and business travellers around the globe. For more information please visit www.SeeTorontoNow.com.

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