

September 3, 2008
For immediate release:

mediaINTELLIGENCE.ca Inc. Expands Team, Services

mediaINTELLIGENCE.ca Inc. (MI) is pleased to announce two new additions to its management team.

Patricia Scarlett has joined the company in the newly created position of Senior Consultant, Curriculum Development and Career Management. In this role, Scarlett will aid in expanding MI's career coaching services, as well as develop new curriculum for training and professional development. With a television sales and distribution career spanning twenty years, Scarlett brings a wealth of experience, market intelligence and a considerable network to MI. Prior to taking on her new duties, Scarlett worked as an International Sales Executive with TVOntario. She continues in her role as President of her own consulting company, Scarlett Media.

Award-winning documentary filmmaker, journalist and author **Sun-Kyung (Sunny) Yi** has assumed the role of Senior Consultant, Curriculum Development and Facilitation, for MI's new mediaDIVERSITY initiative. Yi will be responsible for providing subject matter expertise in diversity management for the educational community, human resource practitioners and new Canadians seeking to establish meaningful careers in Canada. Yi comes to MI from the CBC, where as Diversity Project Manager she oversaw the implementation of joint diversity programs and worked with CBC senior management to roll out diversity training workshops. As Program Executive at the CBC's Independent Production Unit Yi created the documentary series Hidden Lives, promoting cultural diversity both behind and in front of the camera, and has written articles for both The Globe and Mail and The Toronto Star on the subjects of immigration and multiculturalism.

"We are very pleased to have Patricia and Sunny join the MI team, as we continue to expand our exclusive range of career management and training offerings for the media and cultural sectors" said MI President and CEO M. Michelle Nadon. "Patricia's subject matter expertise in the media labour marketplace, and Sunny's extensive experience with diversity management will prove invaluable to our candidates as well as our corporate recruiting clients."

mediaINTELLIGENCE.ca Inc. provides end-to-end recruitment, training and career management services for Canadian broadcast, digital media, cultural media and cultural educators.

-30-

For more info contact:
Desrine Nelson
Manager, Business Development
T: 416.533.6788
E: Nelson@mediaintelligence.ca