

Major Market Retail Report Revived by KubasPrimedia Comparative analysis of Canadian retailers available in May

Toronto, April 6, 2011 — One of Canada's most trusted retail research studies has been revived by KubasPrimedia (formerly Kubas Consultants). The study, which is currently in field, will provide critical intelligence on Canadian retail markets, consumer shopping habits, media usage, retailer performance, competitive activity, and more.

Major Market Retail Report (MMRR) is a syndicated study that provides a comparative analysis of Canadian retailers based on in-depth surveys with consumers in Vancouver, Edmonton, Calgary, Toronto, Ottawa and Montreal. These markets account for nearly half of all retail sales in the country. Results will be available for subscribers in late May.

“Major Market Retail Report was produced for 15 consecutive years until 2009 when the economy faltered,” said Ed Strapagiel, executive vice-president, KubasPrimedia. “It was a major report card on retailers and their competitive position. It had a real impact on decision making by retailers. We're very pleased to be bringing it back for the benefit of the many stakeholders in the retail industry.”

“The impending arrival of Target in Canada will change the retail landscape,” said Strapagiel. “MMRR 2011 will provide both a post-recession look and a pre-Target benchmark on Canadian retailers' competitive performance and market position.”

Who Uses MMRR:

MMRR is used by chain store operations and by a variety of other companies with interests in the retail sector. Past purchasers include:

- Retailers who need to track consumer preferences and their competitive position in the market;
- Product manufacturers who need to monitor retail channels and trends;
- Shopping centre owners and managers who need to assess retailer performance;
- Equity firms and financial institutions with a stake in the retail industry;
- Advertising media, ad agencies, and other service providers with retail accounts;
- U.S. and other foreign retailers who need an expert overview of the Canadian market.

Scope of MMRR 2011

The 2011 program has been designed to closely follow previous MMRR studies.

- 147 individual retail banners are being measured in the 2011 study. MMRR excludes food stores and focuses on the merchandise sector.
- 33 retail categories are covered in MMRR 2011, including HBA, apparel, soft goods, hard goods, and other product lines.

- The 2011 consumer survey is designed to produce 1,500 “in-tab” respondents. A normal probability sample of this size has a maximum statistical error of $\pm 2.5\%$ at the 95% confidence level or 19 times in 20.
- The research is being conducted online in March-April 2011. Final reports will become available in late May 2011.

KubasPrimedia is wholly owned by Canadian Primedia Sales & Marketing. Established in 2006, Primedia is the largest independent print and online rep house in Canada. It represents more than 130 newspapers, magazines and websites in 7 provinces in Canada.

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For More Information:

Visit <http://kubas.com/mmrr/>

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