

Is your annual report keeping up?

The Internet. Retail investors. New disclosure standards. The annual report – and its role – are changing faster than ever before. How does your report measure up?

Blunn & Company's Annual Report Audit is a unique service that has been used by dozens of Canadian and American companies. It's a proven way to ensure you get the most from your annual report in both print and electronic forms.

“Blunn & Company has established leadership as experts on Canadian annual report practices and developing trends. That unique perspective enriched the two Audits they have done on our annual report and enabled them to give very well grounded benchmarking, advice and recommendations. We found their Audits to be extremely valuable in helping us to evolve our report format and content over time.”

– Tony Pargeter, Director, Internal Communications & Publications, Corporate Communications, Petro-Canada, Calgary, Alberta

What the Annual Report Audit does for you

It provides a comprehensive, expert, independent review of the content and effectiveness of your annual report.

Some of the questions the Audit answers

- How effectively are your messages getting through?
- Are you allocating resources between print and electronic to achieve maximum impact?
- Do you meet current disclosure requirements – in rule and in spirit?
- How does your annual report compare to those of your peers?

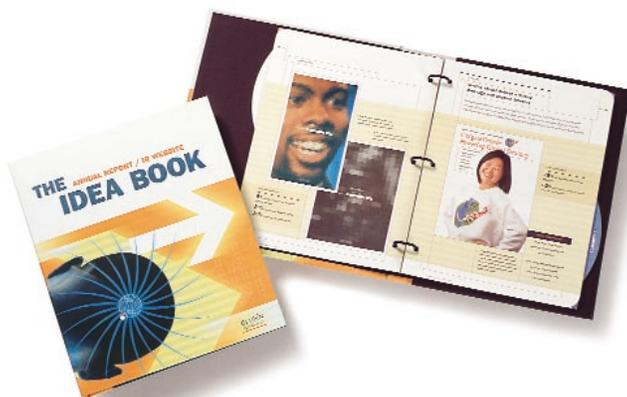


What the Audit delivers

- A page-by-page, screen-by-screen review of content focusing on clarity, organization, design, message and disclosure.
- A comprehensive 75-point comparison to a peer group of reports supported by Blunn & Company's own survey research.
- Precise recommendations to improve the impact, readability and organization of your print and electronic reports.

Why Blunn & Company?

We have been planning and preparing annual report content for more than a decade. Each year we take the time to study hundreds of reports. Our exclusive survey of annual report and IR website content has identified benchmarks and best practices for practitioners across the country. It can be found in our book – The Annual Report / IR Website IDEA BOOK – a guide to best practice in Canada and the United States.



Blunn & Company's IDEA BOOK provides valuable insights based on extensive research of S&P 500 and TSE 60 reports and websites.

Since 1996, Blunn & Company has provided strategic counselling to 17 of the TSE 35 group of companies and many more small and mid cap clients.

How to find out more

Contact Chuck Midgette @ 416-368-8545 x 223
Or e-mail us @ info@blunnco.com
Or fax us @ 416-368-9282

And visit our website at www.blunnco.com.

We'd be happy to provide a list of Audit clients, show you samples of our work, discuss your particular Audit needs and provide a fee proposal.

“Conducting a regular Audit of our annual report allows us to benchmark ourselves vis-à-vis our peers and other leaders in financial reporting. We’ve benefited from the suggestions made by the experienced people at Blunn & Company who bring a fresh look to our report.”

– Denis Couture, Vice-President, Public Affairs and Communications, Noranda Inc., Toronto, Ontario