

Contac to provide personalized websites for athletes participating in 2009 World Police and Fire Games

Vancouver, Canada, May 21, 2009 — The 2009 World Police & Fire Games and Contac will embark on a creative collaboration that promises to enhance one-to-one athlete communications and promote online marketing engagement opportunities leading up to and during the Games. The two organizations will work together to develop personalized websites (PURLs™) for each athlete, setting a new standard for how athletes interact and obtain competition and travel-related information.

The WPFPG are held every two years and bring together firefighters, law enforcement, customs and correctional officers from around the world. With more than 60 sports at approximately 40 venues, the 2009 WPFPG planning team welcomed a more organized way to communicate with participants, many of whom will be traveling to B.C. for the first time.

“PURLs™ provide participants with a single-source for discovering everything they might need or want to know about this exciting event and beautiful province during their stay in B.C.,” said Contac’s President and CEO Riaz Pisani. “Each athlete will have custom-generated sport information, the ability to share event details with friends through online social networks, the option to purchase merchandise, book recreational activities, tours and transportation. They will also receive information on local attractions and restaurants and can create personalized photo albums of their trip.” The PURLs™ are an integral component of Contac’s eConcierge™ platform, currently making its international debut with WestJet Vacations throughout the travel industry. Originally designed to offer travelers added convenience, connectivity and valued information about their vacations, the 2009 WPFPG planning team were eager to adapt the eConcierge™ platform to their needs.

The WPFPG are the third largest sporting event in the world attracting more than 10,000 athletes from almost 70 countries. From July 31 to August 9, British Columbia is expected to host approximately 35,000 visitors for the Games. “We are always looking for innovative solutions to improve each athlete’s experience,” said Stu Ballantyne, CEO of 2009 WPFPG. “The task of communicating with participants leading up to and during the Games is no easy feat. Rather than overwhelming athletes with mailings and email communications, we believe the PURL™ will be a valued new tool to concisely communicate with and engage the athletes.”

Pisani explained that Contac works hard to facilitate collaborations that encourage pioneering solutions and memorable stakeholder experiences. “Contac is proud to make this contribution to the 2009 World Police and Fire Games,” said Pisani. “We hope to not only show great leadership in our community but demonstrate how innovation and key partnerships can combine to enhance the overall quality of one of the world’s largest and most spectacular sporting events. It’s a win-win.”

Ballantyne said, “Thousands of volunteers and athletes are coming together to make the Games a success. It takes a united and dedicated community to host this event. Contac’s commitment will help us to create a wonderful experience for both the athletes and their families that will not soon be forgotten.”

About Contac Services Inc.

Contac Services Inc. (www.contacservices.com) is Canada’s largest direct marketing, print and fulfillment company specializing in personalized 1to1 communications that build brand and customer loyalty. Originally founded in 1978 as a third party logistics company for the travel industry, Contac expanded its services to become the only single-source solution in North America to seamlessly create, produce and deliver personalized 1to1 marketing. Today the company provides the highest quality production, lowest cost and fastest distribution of marketing collateral to major brands around the world. Headquartered in Vancouver, B.C., Contac has facilities in Toronto and Montreal, and regional locations in Miami, Europe and Asia.

About the 2009 World Police & Fire Games

The World Police & Fire Games (www.2009wpfg.ca) are a spectacular international sporting event, offering police officers, firefighters, customs and correction officers from around the world an opportunity to showcase

their athletic excellence in over 60 sporting events. Held biennially, the World Police & Fire Games will be in British Columbia in 2009 and New York City in 2011.

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