

## **Press Release**

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**For immediate release: January 17, 2012**

**Statopex Inc.: At your service for the past 25 years!**

**Daniel Chailier, a field marketing enthusiast for the past 25 years!**

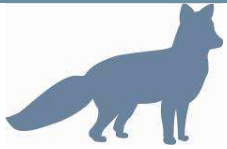
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Laval, January 17, 2012 – Statopex Inc., a company renowned for its expertise in field marketing, is celebrating 25 years of valued service to its clients. Its president, Daniel Chailier, and the entire Statopex team are proud of the great success.

Statopex is a field marketing company that ensures the implementation of strategic and tactical marketing programs and carries out mandates that help its customers to better see, understand and flair new opportunities. Statopex' mission is to provide the services of qualified experts, develop new customized solutions for nation-wide field marketing and thereby contribute to maximizing the impact of its partner-clients' development strategies.

*"We are our customers' eyes, ears and nose in the field, from coast to coast",* says Mr. Chailier. The various services provided by Statopex makes it a unique partner to ensure the success of strategic and tactical marketing programs.

- The Statopex Mystery Shopping program evaluates the quality of the customer service and experience provided at a company's different points of sale and validates employee compliance with customer service standards or commercial policies. Our management approach to our Mystery Shopping programs is focused on methods, systems and tools that generate reliable results, upon which customers can act with complete confidence, and offers the credibility needed to ensure the success of the Mystery Shopping program with their managerial team. For example, on behalf of a major convenience store banner in Quebec, we carry out monthly Mystery Shopping programs that measure the compliance rate of employees to the Act prohibiting the sale of tobacco products to minors.
- With Statopex, customers profit from a team of qualified merchandisers to help accomplish all merchandising tasks, thereby enabling the sales team to focus on the selling of products and on promotional events.
- Our marketing surveys, such as price information gathering services, are in addition to the wide variety of services provided by Statopex. Our marketing studies experts are specialized in researching and gathering information that is crucial for sales and marketing managers and decision-makers who must act quickly, precisely and effectively.



With the experience acquired in sales management, Daniel Chailier founded Statopex on January 13, 1987. Its mission was originally to offer marketing managers the precise and customized information they needed to better understand and make the most of the marketplace. In a rudimentary office set up in the basement of his home, Daniel Chailier operated alone. Incidentally, his first yellow desk chair is displayed in his current office. Looking at this chair allows him to remember his first mandates with much emotion. In his 1986 Chevette, he criss-crossed the province of Quebec and stopped in supermarkets to carry out product distribution analyses for his first customers: Effem Foods, Catelli and Agrinove.

Daniel started his career as a Sales Representative and progressed to become a Sales Director in the food industry. Over time, he noticed an important shortfall in what was really going on in the field information provided to management. In 1987, he founded his own company, Statopex, with the intention of bridging this gap by offering statistical analyses on in-store product distribution. Since then, the company has been offering a wide variety of services to support corporate executives in the fulfillment of their field marketing strategies and tactics.

Daniel Chailier and his partners are proud to have built a field marketing company whose performance is constantly on the rise. The Statopex team is constantly growing to fully respond to the needs of its partner-clients.

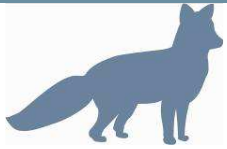
The company currently relies on the know-how of more than 25 employees working at the head office located in Laval, Quebec. Statopex has set up a team comprising thousands of qualified agents who are at the service of regional, provincial and national clients, from coast to coast.

Daniel Chailier is proud of the company's success, which he attributes to his professional flair. "We must always recognize our strengths and admit our weaknesses, and we must always surround ourselves with the right people", says Daniel. His flair has enabled him to surround himself with experienced, qualified and totally passionate people. Mr. Chailier enlists the aid of strategic and financial experts to advise him on the company's vision, strategic development and annual action plan. He advocates transparency in communications and ensures that all employees are aware of the company's mission and vision.

Whereas most small and medium-sized service companies have a high employee turnover rate, Statopex is proud to rely on the expertise of employees who are celebrating 10, 15 and even 16 years of service with the company.

Daniel Chailier is also proud of his customers' loyalty which, in his opinion, stems from his desire to exceed their expectations and the importance he gives to customer service: "I make it a point to develop good business relations with my customers. My company grows when my customers grow; establishing excellent services is therefore crucial for Statopex", says Daniel.

Many service companies, manufacturers and retailers currently retain Statopex' services. Mr. Chailier says that he is proud to have built his company mainly with his partner-clients of the food industry. Today, the company serves customers of various industries. In addition to the food industry, the company also serves the pharmaceutical, automotive, department store and superstore/box store, financial, hardware, restaurant/food service and entertainment industries.



Mr. Chailier is member of the board of directors of the Mystery Shopping Providers Association, the largest professional trade association in its industry dedicated to improving service quality using anonymous resources. With over 400 member companies worldwide, their diverse membership includes marketing research and merchandising companies, private investigation firms, training organizations and companies that specialize in providing mystery shopping services.

Mr. Chailier is also an active member of other professional trade associations such as the Retail Advertising and Marketing Club (RAC), the *Conseil Québécois du Commerce de Détail* (CQCD), the *Conseil de la Transformation Agroalimentaire et des produits de Consommation* (CTAC), the Canadian Franchise Association (CFA) and the Ontario Convenience Store Association (OCSA).

Daniel Chailier has also been Grand Master of the *Ordre des fournisseurs de la bonne table* for more than 11 years. Founded in 1973 by Fernand Léveillé, Jean-Guy Deaudelin, ex-president of H. Deaudelin Inc., René Provost, founder of Provigo and Robert Bastien, ex-editor of *L'Alimentation au Québec*, the purpose of this epicurean order is to meet fraternally with fine restaurant suppliers under the umbrella of gastronomy. Mr. Chailier and current officers are working actively to maintain this epicurean order in the province of Quebec, which will be celebrating its 40 years of existence in 2013.

Mr. Chailier is very enthusiastic about the future of Statopex, particularly as he can count on his daughter, Andrée-Anne Chailier, to take over the business. Andrée-Anne joined the Statopex team in February 2011, as Director, Business Development. Andrée-Anne knows the company very well given that she worked there for several years when she was a student. Owing to her passion and positive energy, she is destined to pursue her father's work and ensure the company's growth for the next 25 years.

Great projects and new mandates foreshadow the company's growth in the years to come.

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