



## **CTV and The Globe and Mail Announce New Alliance with Polling Firm The Strategic Counsel--April 20, 2005**

The new partnership means national and regional polling information, public opinion surveys, in-depth analysis and more will be used exclusively by CTV News, home of Canada's most-watched national and local newscasts, and The Globe and Mail, Canada's national newspaper.

Edward Greenspon, Editor-in-chief, The Globe and Mail, said, "We are looking to provide our readers with both information and context in helping navigate the world around them. Strategic Counsel's deep pool of knowledge will help us achieve this goal."

"The Strategic Counsel has demonstrated keen insight into what Canadians think," said Robert Hurst, President, CTV News. "With Allan Gregg at the helm, the polling firm will be enormously beneficial in helping CTV News provide viewers with greater understanding of political and social trends in Canada."

The Strategic Counsel, an independent market research and public opinion firm with offices in Ottawa and Toronto, has garnered a reputation for its incisive analysis of public opinion trends. "It's more than just the numbers," says The Strategic Counsel Chairman, Allan Gregg. "It's the why and the how behind the numbers - and what they mean for today and tomorrow. The texture and feel that tell us not just what Canadians are thinking - but why they're thinking it. That's what our firm is all about." The firm's seven partners boast a deep background as strategists in political campaigns and public policy.

The Globe and Mail, Canada's National Newspaper, is a division of Bell Globemedia, a dynamic multi-media company, which also owns CTV Inc., Canada's number-one private broadcaster.

CTV, Canada's largest private broadcaster, offers a wide range of quality news, sports, information, and entertainment programming. It boasts the number-one national newscast, CTV News With Lloyd Robertson, and is the number-one choice for prime-time viewing. CTV owns 21 conventional television stations across Canada and has interests in 14 specialty channels, including the number-one Canadian specialty channel, TSN. CTV is owned by Bell Globemedia, Canada's premier multi-media company. More information about CTV may be found on the company Web site at [www.ctv.ca](http://www.ctv.ca).

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