



MEYERS NORRIS PENNY LLP

For immediate release

Meyers Norris Penny Wins National Marketing Award

Western Canadian CA firm places first in public accounting marketing competition

Calgary, AB – Nov. 1, 2004 – Meyers Norris Penny LLP, a Western Canadian accounting and business advisory firm headquartered in Calgary, has won first place in the Public Accounting Awards for Marketing Excellence, Large Firm (over 30 partners) category.

This is the first year the awards, which are sponsored by Canadian accounting newspaper *The Bottom Line*, have been offered. The decision to recognize accounting marketing specifically demonstrates the integral role marketers play in professional services firms today. Entries were judged based on a combination of criteria, including campaign objectives, creativity, and return on investment. Among the MNP marketing campaigns cited for excellence were an innovative billboard campaign and a targeted print advertisement campaign.

“MNP was one of the first accounting firms in Canada to recognize the value an in-house marketing team can bring to a professional services firm, and MNP has always been a leader in developing creative, cutting-edge campaigns that deliver a positive return on investment. This award reinforces the outstanding job they continue to do each and every day,” says Daryl Ritchie, CA, Chief Executive Officer of MNP.

According to MNP Vice President of Marketing Randy Mowat, the firm’s Western Canadian heritage has been integral to every marketing strategy. “Our Western Canadian roots have always been a key part of the MNP brand, and it’s also a competitive advantage we promote strongly in all of our marketing campaigns. Western Canadians know that when they choose MNP, they are choosing a firm that has an in-depth understanding of their issues and shares their values of hard work, dedication, and entrepreneurship.

About Meyers Norris Penny

Serving the western Canadian mid-market since the 1940s, MNP is a chartered accounting and business advisory firm that delivers a comprehensive range of accounting, taxation and advisory services to meet our clients’ personal and business needs. MNP has 43 offices across Western Canada. For more information, visit www.mnp.ca.

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