

**Crestview Strategy and Canadian Strategy Group Announce Joint Venture
Establish New Western Canada Offering
Firms Join Forces to Serve New and Growing List of Clients**

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Toronto/Calgary - Crestview Strategy, a leading national public affairs agency and Canadian Strategy Group an acclaimed Alberta based government relations firm are joining forces, establishing a dedicated team of experienced public affairs experts with offices in Calgary, Edmonton, Ottawa and Toronto.

The core of the agreement is a new Calgary based venture that will support Alberta based clients with interests in Central Canada, and similarly extend the offering on federal and Ontario focused clients to include Western Canada. The two firms will combine their expertise, networks and track record of achieving winning outcomes for clients and pursue new opportunities together. Under the Crestview Strategy brand the principals of the two firms are committed to growth through leveraging their unique strengths, extending a national offering to local, national and international corporate, associations and not-for-profit clients.

Effective immediately, Canadian Strategy Group will operate as Crestview Strategy. Giving both organizations a physical presence in Toronto, Edmonton, Ottawa, and Calgary, to better serve a growing client base that includes leading companies and organizations operating in virtually every sector of the economy including healthcare, retail, consumer packaged goods, energy, environment, transportation, financial services, new media, and entertainment.

“Canadian Strategy Group has significant experience in advising organizations and achieving results for our clients. We are excited for the opportunity to collaborate with Crestview Strategy to expand our scope of services and better represent our client’s needs in Western Canada.” said Principal Hal Danchilla.

“As a result of the trust of our client’s and of our dedicated team of professionals Crestview Strategy has been experiencing a period of significant growth. We are fortunate to expand our reach and offering to include Western Canada through this alliance with Canadian Strategy Group. We have collaborated with the Principals of CSG in the past and confident that this next step of joining forces more formally is an important piece in the Crestview Strategy growth plan. We are positioned to better serve the needs of our existing clients and pursue opportunities to drive winning outcomes for new clients with a dedicated Western Canadian presence,” said Crestview Strategy partner Christine McMillan.

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For more information about the Crestview Strategy: <http://crestviewstrategy.com>

For more information about the Canadian Strategy Group: <http://canadianstrategygroup.com>

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Crestview Strategy was created over a decade ago to help businesses, associations and non-profits manage public opinions and perceptions of their relevant and critical issues. With thirty professionals working out of offices in Edmonton, Ottawa and Toronto, Crestview Strategy has delivered winning outcomes for clients including approvals of large-scale mergers or asset acquisitions, procurement, regulatory reforms or legislative changes.