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For Immediate Release

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PROFORMA DYNAMIC IMAGES RECEIVES PROMOTIONAL PRODUCTS ASSOCIATION OF CANADA AWARD

Pickering, Ontario – March 10, 2004 – The Promotional Products Association of Canada (PPACanada) has named Proforma Dynamic Images their 2003 Silver Image Award Recipient. The Service and Recognition Award is one of the organization's Image Awards of Excellence. Every year, the programme recognises the most creative campaigns using promotional products with the best results and best product offerings.

The Image Award is the second national award for Proforma Dynamic Images. It is a welcome addition to their current list of awards, which includes a Local Ajax Pickering Board of Trade Business Excellence Award in 1999.

This years Image Award was received in recognition of a program designed for the City of Pickering. The program acknowledged the outstanding achievement of Perdita Felicien in winning a gold medal at the 2003 World's 100-metre hurdles competition in Paris.

Proforma Dynamic Images is a member of the Proforma network of over 600 offices throughout North America. As a leader in the Promotional Products industry, a 2.1 billion-dollar industry in Canada, Proforma focuses on offering its clients complete business solutions. This requires the knowledge of promotional products that are available and appropriate to the industry. Yet it also requires an understanding of how the client's business works, including their goals and obstacles. Through the Proforma network, our clients receive the support and insight to resolve promotional or communication problems they might be facing by allowing us to provide the appropriate promotional products application.

The PPACanada Values require that "[members] shall inspire creativity and innovations [and] support the communities in which [they] live and operate. Their mission is to guide, inform, educate and foster growth and development of individual members and the entire industry within an ethical and professional environment.

"This award reflects our commitment to exceed our clients' expectations", said Patrick Doyle, VP of Sales and Marketing. "Our goal is to stand out from the crowd. Winning another PPAC award allows us to raise that bar of expectation."

Proforma is a leading provider of promotional products, printing, business documents, and e-solutions. Recently celebrating its 25th anniversary, Proforma has been awarded numerous top industry honors over the years, is recognized by ASI as one of the ten largest distributors of promotional products, and is a recipient of a 2003 Benny Award by the Printing Industries of America (PIA), Incorporated. The Proforma Worldwide Support Center is located in Cleveland, Ohio.

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