



News Release

FOR IMMEDIATE RELEASE

For more information, please contact:
Judi Samuels, Manager, Corporate Communications
Maritz Canada Inc.
Tel 905-696-5113, judi.samuels@maritz.com

Welcome back: Dennis Hancock – Maritz Canada’s new Managing Director, Strategic Business Development

Mississauga, Ontario, August 25, 2010 – Bob Macdonald, President and CEO of Maritz Canada is pleased to announce the return of **Dennis Hancock** as **Managing Director, Strategic Business Development**.

Dennis is a former long-term Maritz employee and seasoned business development executive who originally joined Maritz in 1997. Throughout his career, Dennis has led the creation of Maritz’ Automotive Sector, designed new concepts and innovative programs for clients like Ford, Toyota, BMW, Hyundai, Lexus, Nissan, General Motors and most recently was Vice President, Sales and Marketing for ZENN Motor Company.

“Dennis felt strongly about the Maritz culture, the business and the brands we support for our clients. We are pleased he chose to return to the team to lead Maritz’ Strategic Business Development,” says Macdonald. “His leadership and insight from both the agency and client side will ensure that Maritz is continually positioned to deliver high quality programs and solutions for new clients, and I know he will do a great job supporting and growing our existing team and expanding our network of clients.”



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About Maritz Canada Inc.

Maritz Canada helps businesses bridge the gap between brand promise and brand experience. Maritz provides businesses with programs to understand, enable and motivate the people who have the greatest impact on their brands. Through the delivery of three core solution sets that focus in on clients' businesses: Sales Channel Enablement, Consumer Loyalty and Engagement Marketing, Maritz affects the Human Dimension of Sales and MarketingSM to ultimately drive business performance.

Maritz Canada Inc. has been operating since 1980. With over 400 team members, we are wholly owned by Maritz Holdings Inc. based in St. Louis, Missouri. For more information, please contact Judi Samuels at 905-696-5113 or visit our website at www.maritzcanada.com.