

"Like many organizations we are doing a good job but not interacting with stakeholders as frequently as we believe is necessary. Our Web site is strong, but there was no vehicle in place to push information out. We needed a direct marketing tool that would allow us to interact with our audiences without the high cost of design, production, printing and single-option distribution."

Manager, Trade Association

The Medea Group: A History of Excellence

The Medea Group has a long and proven track record in providing innovative and effective business solutions to Fortune 500 companies for 30 years.

Building upon the company's history of excellence, Medea's three senior business leaders, used their combined 80 years of experience in creative, production, marketing and technology to build and successfully launch an innovative new product, the Self Publishing System (SPS). Designed to provide a bridge between the print world, the creative world and the digital world, SPS is having a dramatic impact on clients' marketing efforts and bottom line. Corporations such as financial institutions and insurance companies using SPS have reported increasing their time to market by 600% and decreasing marketing costs by as much as 800%.

The strategy for SPS was to create a tool and provide management expertise designed to specifically meet the needs of Marketing and Communications (MarCom) departments particularly within large corporations. Key product functionality for SPS was developed with senior Fortune 500 representatives working within MarCom departments with an objective to focus completely on client challenges, opportunities and requirements. Launched in 2000 SPS is continually refined and upgraded to ensure optimum functionality and performance.

Endorsements

Medea's rapidly growing roster of Fortune 500 clients is the best testament to our ability to plan and execute successful programs with our clients. To view specific, detailed case studies and client endorsements please contact us at:

Phone: 416-923-4886
Toll-free: 1-866-341-9993
Email: info@medeagroup.com

“Medea came back and met with me and we talked about our specific needs. They showed me how agents could control their own Web pages with SPS and how information could be updated automatically replacing a head office process. The next step was to take SPS to the IT department. After a quick review IT gave SPS the okay.”

**Manager,
Insurance Company**

Management Profiles

Dave Gurney, Chief Executive Officer (CEO)

Dave Gurney has over 30 years of business experience in the global information technology marketplace. The companies that he has co-founded have successfully developed and sold over \$600 million in products and services to users in over 30 countries. Prior to joining Medea he served as Chairman of SoftQuad International Inc., a XML, HTML and Web technology pioneer which he grew from under \$1 million in sales to over \$22 million in five years.

During this period, SoftQuad acted as a founding member of the World Wide Web Consortium (W3C), and created products that garnered over 20 industry awards for product excellence, including twice winning the coveted PC Magazine's Editor's Choice Award. During this time he also directed a diversification of the company through the acquisitions of Alpha Software Corporation of Burlington, Massachusetts in 1996 and of NewKidCo Inc. of New York, New York in 1998, as well as the divestiture of SoftQuad Inc. of Toronto, Canada and London U.K., in the fall of 1998.

Prior to this, Dave served as a Director and Officer of Delrina Corporation, a TSE and NASDAQ listed software developer of forms processing and WinFax technologies, that he co-founded 13 years ago. During this time he also served as President of Carolian Systems, one of Delrina's operating divisions and developer of sophisticated system utility software for Hewlett Packard business mainframe computer systems, that he co-founded in 1983, and successfully listed on the TSE in 1985. In 1995, Delrina Corporation was sold to Symantec (NASDAQ SYMC) for share consideration valued at \$560 million. Dave has also served as a member of the Board of Directors of Border Technologies, a leading worldwide provider of network security products. In 1996, Border Technologies was sold to Secure Computing Corp. (NASDAQ SCUR) for share consideration valued at \$280 million.

Dave has extensive expertise in all facets of high technology enterprises including start-up, sales and distribution, product management, product development, Web deployment, marketing, operations, financing, IPO's, acquisitions and divestitures.

Mary Fote, President

Mary Fote has extensive expertise in all aspects of corporate communications, software development and production. Her 30 years of experience includes the development and production of print communications, film production, and multi-media and software development. As an accomplished photographer, film and creative director, she has produced advertising campaigns, annual reports, documentaries, and television commercials for an extensive group of Fortune 500 North American clients.

In 1993 Mary made the transition from film and print communications into the production and development of software and technology when she received a National Research Council grant to study photographic file compression. The successful completion of this project initiated 8 years of extensive research and development relating to the use, storage and transfer of high-resolution photographic, film and artwork files. She has directed the development of three

large-scale software applications integrating relational and object oriented databases, Java and XML technologies. Her Web application experience includes co-producing the first Web site for Macy's department store in 1995 using a Mosaic (pre-Netscape) browser. She has successfully completed over 50 Web-based applications, including projects for Web-TV.

A self-confessed low-tech person, Mary works with clients from many different business environments translating practical needs into technical specifications. She ensures that even though the technology is complex and solid, the product will be easy for everyone to use and has the functions her clients want. Mary is a visual thinker and brings a valuable creative dimension to each project and ensures SPS fits the needs of marketing departments and individual clients perfectly.

She has received over 30 awards for television commercials, ad campaigns and Web sites, and has two photographic prints as part of the permanent collection at the Albright Knox Gallery in New York. She was appointed by Pierre Pettigrew, Federal Minister for International Trade to a task force directly reporting to the Prime Minister to provide advice on issues pertaining to export trade policy for Canadian companies.

Paul Homer, Chief Technology Officer (CTO)

Paul Homer is a software and technology development expert with almost two decades of experience in the design, management and implementation of sophisticated software projects and products. At Medea he is directly responsible for the architecture, research, development and enhancement of the company's entire suite of products.

Prior to arriving at Medea, Paul created a customizable development environment used to build Asset Management Warehouses. With stored assets being any digital media such as images, sound or documents, this environment hides the complexity of the warehouse and the attached object-oriented database, allowing for ease of use and integration.

He also has extensive experience in developing complex financial calculation engines for stocks, bonds and derivatives. This includes the engine that calculates the Domestic Bond Indices for Scotia McLeod, and the historical equities fault-tolerant caching for the Reuters 3000 product.

Over the course of his professional career, he has worked on commercial products, internal projects and consulting contracts, programming various Parsers, Databases, Resource Managers, Document Layout Engines, Font Handling, 3D Graphics, Memory Management, TP Monitor Servers, GUI Interfaces, Application Frameworks, MVC, Website Generation, Simulators, Threading, Regular Expressions, Lossless Compression, Interfaces, Query Optimizations, Graph Theory, Drivers, and Network Protocols.

Paul has created numerous mission-critical software applications on Unix (Sys V, BSD, Solaris, AIX, HP-UX, IRIX, Linux, FreeBSD), Windows (Windows 3.x/95/98/NT/2000), DOS, VMS and Mac OS. His top-notch programming skills include C, C++, Java, Perl, Assembler, Pascal, HTML, CSS and Javascript. As well Paul is the author of multiple research papers on composite document manipulations and sophisticated pagination algorithms.

Paul holds an Honours Bachelor of Mathematics (with a joint major in Computer Science, and Combinatorics and Optimization) from the University of Waterloo and has successfully completed the Canadian Securities Course.