



# Information Bulletin

To all agents, suppliers and commercial delegations

Montréal, August 4, 2006 – Alain Brunet, Vice-President of Marketing and Merchandising, announces a divisional reorganization that will affect the Merchandising and Marketing Departments. With a view to increasing efficiency, the reorganization will improve the division's ability to meet the growing needs of its clientele and business partners by optimizing resources for managing and executing promotional programs and for relational marketing – two emerging sectors.

## **Merchandising**

The Merchandising Department will be divided into two units: Outlet Merchandising and Promotional Program Sales and Coordination. Both units will be headed by Jean Chouzenoux, who was recently appointed to the position of Senior Marketing and Merchandising Manager.

Denis Chayer will become Director of Outlet Merchandising, and will focus exclusively on planogram execution and outlet promotional programs.

Dominique Bérubé, who was previously the acting head of Marketing Research, will face a new challenge as Director of **Promotional Program Sales and Coordination**. Under the supervision of Ms Bérubé, you can still contact the following Promotional Program personnel: Sabrina Boucher (promotional packages sales), Nathalie Bélanger (PromoPunch support), and Carine Soulard (promotional material approbation).

## **Marketing**

The Marketing Department is dropping its Research unit, which is returning to Strategic Development, so that all aspects of research and strategic development will be combined under the supervision of Gilles Bourque.

As a result, Marketing will concentrate in three units: Marketing-Communication for Discoverers and Social Drinkers, and Marketing-Communication for Enthusiasts and Connoisseurs, and finally Relational marketing, which includes website management and the development of tools for reaching various target clienteles in a more personalized way.

These changes, which take effect on September 5, 2006, are aimed at improving the management of promotional programs from sale to execution.

Mr. Brunet wishes the best of success to the managers and their personnel as they take on their new challenges.