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June 2, 2005

Who Should Take Responsibility for AdScam?

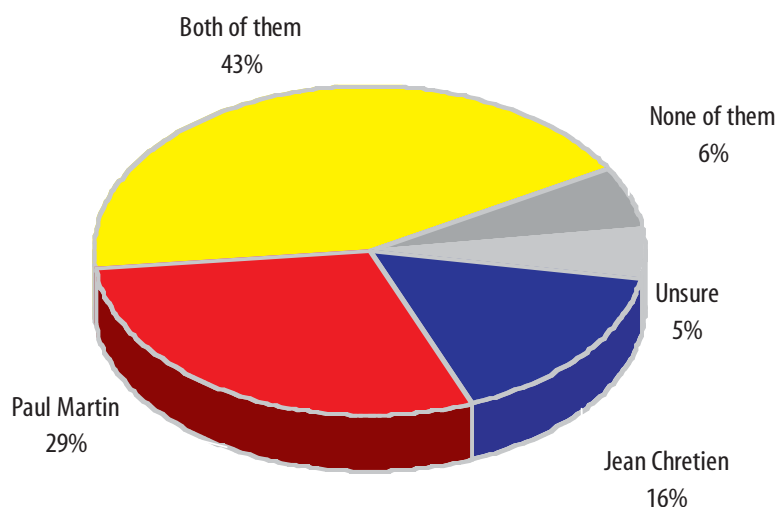
SES/IRPP/CPAC Poll

Between April 30 and May 4, 2005, SES Research conducted a random telephone survey of 1,000 Canadians 18 years of age and older in conjunction with the Institute for Research on Public Policy and CPAC - Canada's Political Channel.

The accuracy of a random survey of 1,000 Canadians is $\pm 3.1\%$, 19 times out of 20. The initiative was part of the SES NationState Quarterly Omnibus Survey and was registered with the Marketing Research and Intelligence Association of which SES is a member.

Results may not add up to 100% due to rounding.

Question: Who should take responsibility for activities uncovered by the Gomery Commission [Rotate] Prime Minister Paul Martin, former Prime Minister Jean Chretien, both or none of them?



Regional Breakdown

	Total	Jean Chretien	Paul Martin	Both	None of them	Unsure
	Interviews	%	%	%	%	%
Canada	1,000	16.3	29.2	43.2	6.0	5.3
Atlantic	100	10.0	38.0	40.0	7.0	5.0
Quebec	250	28.8	4.0	51.2	12.4	3.6
Ontario	300	15.0	38.0	38.3	5.3	3.3
West	350	10.3	37.1	42.6	1.7	8.3

About SES

Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm. SES is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

For more information on our full range of services please visit our website www.sesresearch.com or contact: Mr. Nikita Nanos at (613) 234-4666 ext.237 or nnanos@sesresearch.com





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Effect of Martin's Address to the Nation

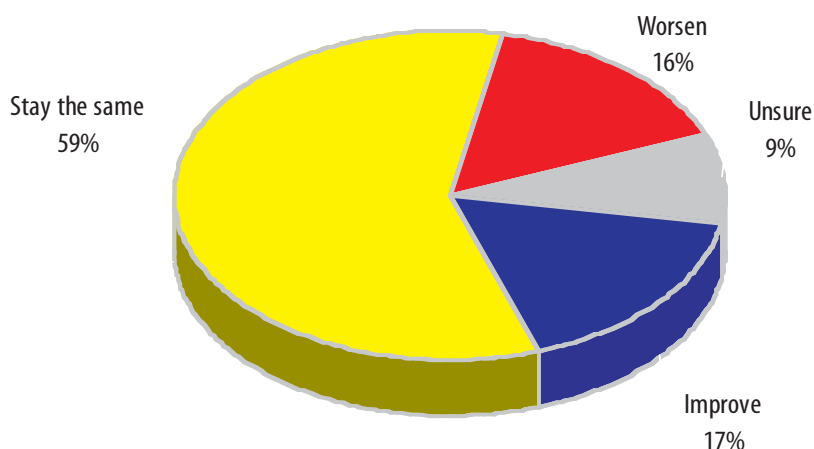
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Question: During the nationally televised address, Paul Martin apologized to Canadians for the activities that were uncovered by the Gomery Commission. Did your impression of Paul Martin improve, stay the same, or worsen because of the apology?



Regional Breakdown

	Total	Improve	Stay the same	Worsen	Unsure
	Interviews	%	%	%	%
Canada	1,000	16.7	59.0	15.8	8.5
Atlantic	100	18.0	67.0	6.0	9.0
Quebec	250	13.2	67.6	13.2	6.0
Ontario	300	23.0	55.0	15.7	6.3
West	350	13.4	54.0	20.6	12.0

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Are Canadians following the Gomery Commission?

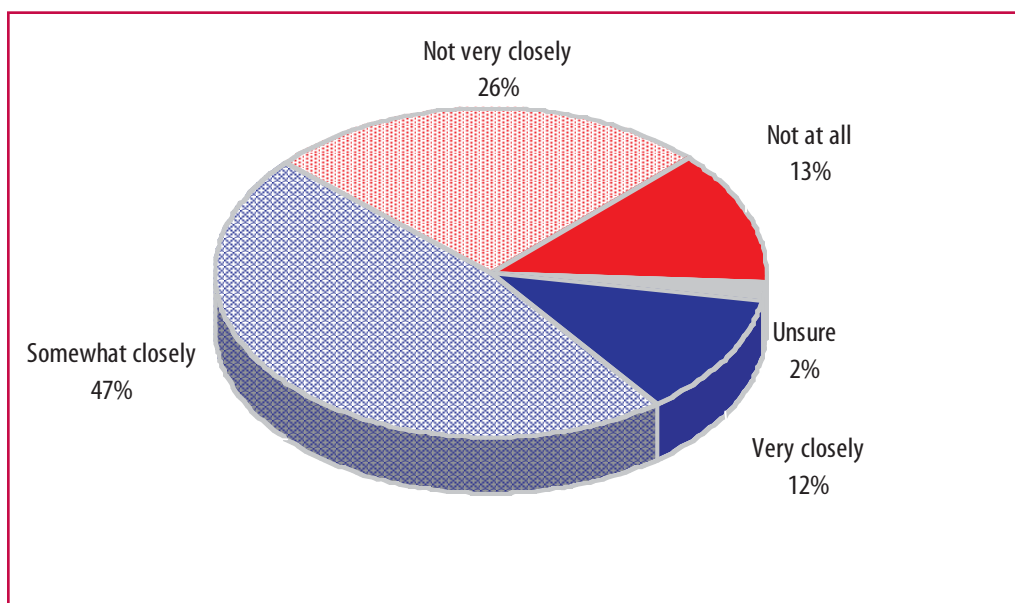
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Results may not add up to 100% due to rounding.

Question: Do you follow the work of the Gomery Commission very closely, somewhat closely, not very closely or not at all?



Regional Breakdown

	Total	Very closely	Somewhat closely	Not very closely	Not at all	Unsure
	Interviews	%	%	%	%	%
Canada	1,000	12.3	46.9	25.9	12.8	2.1
Atlantic	100	4.0	55.0	27.0	14.0	0.0
Quebec	250	14.0	44.4	28.8	11.2	1.6
Ontario	300	12.7	49.7	26.3	10.3	1.0
West	350	13.1	44.0	23.1	15.7	4.0

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SES Research at a Glance

Executives like you turn to SES for strategic research, executive counsel and innovative solutions. Why? Because charting the right course will make the difference between leading the course or being surpassed.

Boutique Service with High Powered Capability

Established in 1987, SES Research is a full service market and public opinion research firm.

A senior expert is assigned to all projects ready to respond to your needs and to provide strategic counsel. We are not a bureaucracy with multiple layers. Indeed, the firm's president, Mr. Nikita Nanos, plays a role in many assignments.

Mr. Nanos is the National President-elect of the Marketing Research and Intelligence Association, Canada's governing body for marketing and public opinion research. He is the Publisher of the Canadian Journal of Marketing Research and the Editor-in-Chief of *Vue*, the monthly magazine of Canada's research industry.

National Scope with a Proven Track Record

SES' Quarterly National Omnibus Survey keeps the pulse of the nation on critical political and public policy issues. The firm's polling data has appeared in all of Canada's major print and electronic media outlets including the CBC, CTV, The Globe and Mail, The National Post and The Sun newspaper outlets.

The firm's senior consultants are regularly called upon to provide analysis and advice on major polling trends. For more information visit our website at www.sesresearch.com and review the "in the news" media material.

SES at the Forefront

"Some opinion polling firms can count themselves as victors in this election. One of them, SES Research has broken out of the pack and has put out a daily tracking poll that has many tongues wagging in Ottawa." (CBC Businessworld)

"In terms of direction they (SES) have been dead-on." (Keith Boag, CBC News)

Sample Assignments

A quick scan of our sample of assignments reveals that SES clients benefit from our breadth of experience and talent.

- ♦ **CPAC** – SES is the official pollster for Canada's Political Channel. For the 2004 Federal Election, SES launched a publicly available nightly tracking program, the first of its kind in Canadian election history.
- ♦ **National Retail** – SES has provided research and advice on challenges ranging from tracking market dynamics across Canada through to evaluating the impact of logo changes.
- ♦ **Advocacy Groups** – SES has conducted numerous national polling and focus group initiatives on Canadians' perceptions on wide ranging policy and legislative issues.
- ♦ **Industry Associations** – SES has completed numerous polling initiatives on behalf of Canada's leading business associations.
- ♦ **Employee Evaluation** – SES was retained to design and implement a national research initiative which monitors employee knowledge and practices through the use of mystery shoppers.
- ♦ **Professional Associations** – SES conducted a national online membership survey for one of Canada's leading professional associations.
- ♦ **Legal Issues** – SES has completed a number of assignments which range from conducting survey research through to providing expert witness services for litigations before the courts.
- ♦ **Elite Consultations** – SES has completed a number of elite consultations among legislators, senior bureaucrats and business executives.

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