



**For Immediate Release**

## **GCI Group Stimulates Durex Canada**

**Toronto, Ontario, July 30, 2007** – SSL Americas Inc. announced that it has selected GCI Group as its Public Relations Agency of Record for the Durex® business in Canada. This decision was made after a competitive review with an undisclosed number of agencies.

“GCI impressed us with their creativity and passion for our business and they were able to show us that they could have fun with our brand in a strategic way,” explained Ted Conley, Vice President of Marketing, SSL Americas Inc. “They have the talent, expertise and strategic insight to help us grow the Durex® brand in Canada.”

GCI Group will be supporting marketing efforts for Durex® in Canada through media relations and communications activities this year.

“We are thrilled at being selected to represent the Durex brand in Canada,” said Marion MacKenzie, President of GCI Group Canada. “We are looking forward to working with Durex® and implementing creative, energetic and compelling campaigns that will keep Durex® top of mind with Canadian media and consumers.”

### **About GCI Group**

GCI Group is a global leader in the public relations industry with deep expertise in the areas of consumer, healthcare, technology and corporate communications. GCI Group services a broad client base, combining the aggressiveness and agility of a specialty boutique with the depth and breadth of a dynamic multinational agency.

GCI Group has always been committed to building a team of talented people who are challenged to achieve and exceed their career goals while working in an environment that fosters innovation and excellence.

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