



FOR IMMEDIATE RELEASE

McKinnon Sharpens Focus with Launch of New Division

Companies Upgrading Talent as Survival is Seen to be Dependent on the Quality of People

Toronto, February 25, 2009 — Long-time industry leader, McKinnon Management Group has launched McKinnon Targeted Recruiters™, a new division with a name that precisely reflects how the company accesses and attracts optimum candidates for its customers.

"In today's economy, many smart employers are both downsizing and hiring at the same time. Given the current economic downturn is forcing many companies to reduce their workforce, it is now more important than ever for executives to ensure they have the optimum talent in place throughout their company," explains Greg McKinnon, president, McKinnon Targeted Recruiters. "In addition, since the quality of a company's people can determine its very survival, it is critical to be able to access and secure the absolute best talent — especially given top performers are rarely ever displaced from their jobs, regardless of the economic environment."

Targeted recruiting is a thorough, labour-intensive process. Besides exhausting all conventional means of candidate sourcing, what differentiates McKinnon Targeted Recruiters is its ability to access both passive and active mid and senior-level executives through direct, confidential recruitment from within its clients' industries, resulting in a superior hire.

"Most recruiters only access active candidates through traditional means because they lack the specialized skills and training needed to identify and attract passive candidates in the industry," says McKinnon. "At McKinnon, we persevere until we are certain we have identified and contacted every suitable candidate for an opening. We also present candidates with opportunities that are precisely in line with their aspirations. As a result, our clients are exposed to a wide-range of highly qualified individuals and the longevity and commitment rates of our candidates are among the highest in the industry."

In today's war for talent, companies are searching for innovative ways to help them retain their most valuable asset — their people. Since the cost of recruiting, hiring and training is continuing to escalate and the shortage of qualified candidates makes it increasingly challenging to meet their objectives, today's progressive companies are looking for ways to help them retain their people.

"Employee retention is the benchmark of our success," adds McKinnon. "We specialize in finding and recruiting the right professionals to match opportunities in organizations where they can excel and grow. Unlike other recruiters, we measure our success based on an exceptionally high retention rate. On average, over 90 per cent of McKinnon placements stay with the client company for a year or longer."

McKinnon's new branding initiative

Along with the launch of its new division, McKinnon has embarked on a new branding initiative, clearly illustrating its sharpened focus with a new corporate identity, logo and website at www.mckinnon.com. McKinnon selected Barry O'Grady, Managing Partner at Ignite Development Group and Gino Cantalini President of Inscope Strategic Management to manage insight development and brand positioning. Gord Naunton President of Groove Communications was engaged to create corporate identity materials and undertake website development and ad design. To round out its branding activities, McKinnon recently tapped Andrea Lekushoff, Principal at Broad Reach Communications to lead the development and implementation of its public relations and external communications efforts.



About McKinnon Targeted Recruiters

McKinnon Targeted Recruiters provides mid and senior level executive recruiting services with an exceptionally high rate of candidate retention for organizations of all sizes — from start-ups to global giants. McKinnon specializes in the direct, targeted recruitment of professionals from within their clients' industries. Areas of specialty include sales; marketing and marketing communications; analytics; research; consumer insights; professional services; retail management; natural resources and mining; and life sciences. For further information, visit www.mckinnon.com.

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For further information, please contact:

Andrea Lekushoff
Broad Reach Communications
416-435-2569
Andrea_lekushoff@sympatico.ca

OR

Pat McCaully
Broad Reach Communications
416-855-9427
prpat@rogers.com