

For Immediate Release

Vision7 Restructures And Names A New Executive Team

Company ready for growth internationally following purchase by BlueFocus International

Toronto, ON, July 21, 2015: Vision7 International, now part of Beijing-based BlueFocus International, has restructured and named its top executive team as the company embarks on an ambitious growth plan in the U.S. and global markets.

Vision7 will now focus its growth strategy under three agency brands: Cossette; Citizen Relations; and The Camps Collective. Vision7 has identified its major growth opportunities as: next generation digital communications and technology, namely mobile, data and eCommerce; growth in the US market, led by the Cossette brand; and international growth under Citizen Relations.

“BlueFocus has established an open and global platform with an outstanding portfolio of agency partners, representing some of the best talent in our industry,” says Holly Zheng, President of BlueFocus International. “Under this new structure, Vision7 becomes fully aligned with that globalization strategy as well as the commitment to providing our clients with marketing communications leadership by remaining at the forefront of the digital world.”

Vision7 is now organized under four operating divisions: Cossette Communications; Vision7 Media; Citizen Relations; and the newly-launched The Camps Collective.

Vision7 will continue to be run by CEO Brett Marchand. Company founders Claude Lessard and Pierre Delagrave will remain with Vision7 in non-executive roles, Lessard as Chairman and Delagrave as Chairman of the Vision7 Innovation Committee.

“Both Claude and Pierre were trailblazers when they established Cossette more than 40 years ago,” says Marchand. “Their vision and entrepreneurial spirit helped build the Cossette brand into an international force in our industry. I’m so happy that they have both decided to remain with the company, as they play a critical role in passing their wisdom and business insights to the new generation of leaders.”

Also, Glen Hunt, Chief Transformation Officer of Cossette, joins the North American growth team as Chief Transformation Officer of Vision7, and Martin Faucher remains a key member of the senior executive team as Executive VP and Chief Financial Officer.

“It has been said many times that this business is all about talent and great leadership,” adds Marchand. “I’m proud to say that we have an abundance of both in our new executive team.”

Cossette Communications, as recently announced, will be run in Canada by CEO Melanie Dunn. Marchand will continue as North American CEO and Chairman of Cossette. In addition to Dunn,

Valerie Swatkov, SVP National Account Leader on the McDonald's business in Canada, assumes a new role as EVP Client Leadership with primary responsibility for McDonald's in Canada and the US, as well as a strategic role in delivering against the Vision7 strategic pillar of "Successful Clients." Swatkov reports to Marchand. Cossette has offices across Canada and an office in Chicago that opened a year ago.

Vision7 Media operates the media arm of Cossette as well as media agency Jungle Media. Vision7 Media is headed by President Joseph Leon.

At Citizen Relations, Daryl McCullough, based in Los Angeles, is CEO of Citizen Relations globally, driving growth throughout the network, including offices in Los Angeles, New York, Irvine, London, Montreal, Quebec City, Toronto, Vancouver and newly opened offices in Hong Kong.

The Camps Collective will be run by Colin Schleining as its newly appointed CEO. Schleining was previously the President of EDC NA, a former operating division of Vision7. EDC included agencies in North America and the UK. This division has been wound down with the launch of The Camps Collective and the spin-off of its UK assets late last year. The Camps Collective has offices in Toronto, Vancouver and Los Angeles.

About Vision7 International

Vision 7 International is a fully integrated marketing communications company that serves various well-known brands in North America and worldwide. Vision 7 International has four operating divisions: Cossette, Vision 7 Media, Citizen Relations and Camps Collective. Cossette is a leading marketing communications agency in Canada, providing fully integrated advertising services. Cossette has offices in Quebec City, Montreal, Toronto, Vancouver, Halifax and Chicago. Vision7 Media is Canada's largest independent media planning, buying group, operating primarily under the Cossette Media and Jungle Media brands; Citizen Relations is a leading public relations company with an international presence (US, Canada, UK and Asia) and multiple global partnerships; Camps Collective is a digital-based agency group that focuses on advertising, digital marketing, Internet communications and social media.

About BlueFocus

Founded in 1996, BlueFocus became the first publicly listed PR company in China in 2010, BlueFocus is the No.1 integrated communication and marketing services group in China, with around 5,000 employees globally. The company provides a wide spectrum of PR and brand management services to over 800 multinational companies and leading Chinese enterprises, covering the IT, automobile, consumer goods, real estate, finance, and entertainment industries.

BlueFocus operates in the fields of public relations, media buying, digital communication, digital advertising and e-commerce in China, including: Blue Digital (formerly BlueFocus PR) - Asia's no. 1 PR agency, SNK - China's No.1 online gaming advertising agency, Bojie Media,

Eyes Media, Kingo Advertising and BlueStrategy. "To Be Global" is one of BlueFocus' core strategies. The firm controls Vision7, whose two major brands include Canadian agency leader Cossette and the international PR firm Citizen Relations, We Are Social, the world's largest specialist social media agency in UK, and owns around 20% stake in Huntsworth, a UK-based leading international public relations group. BlueFocus' other oversea investments include Fuseproject, a top industrial designing company in US, Metta, a leading Advertising agency in HK, Financial PR, a renowned investor relations consultancy in Asia, and Blab, a pioneer in the category of Predictive Social Intelligence in US.

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