

NORRIS-WHITNEY COMMUNICATIONS INC.



CORPORATE PROFILE



WHO WE ARE:

Norris-Whitney Communications is an international communication company. We've been providing information, marketing, and communication services for the music, pro audio, and lighting industries for over 35 years. We provide the highest-quality support and resources to our clients and readers in these exciting and rapidly-changing markets.

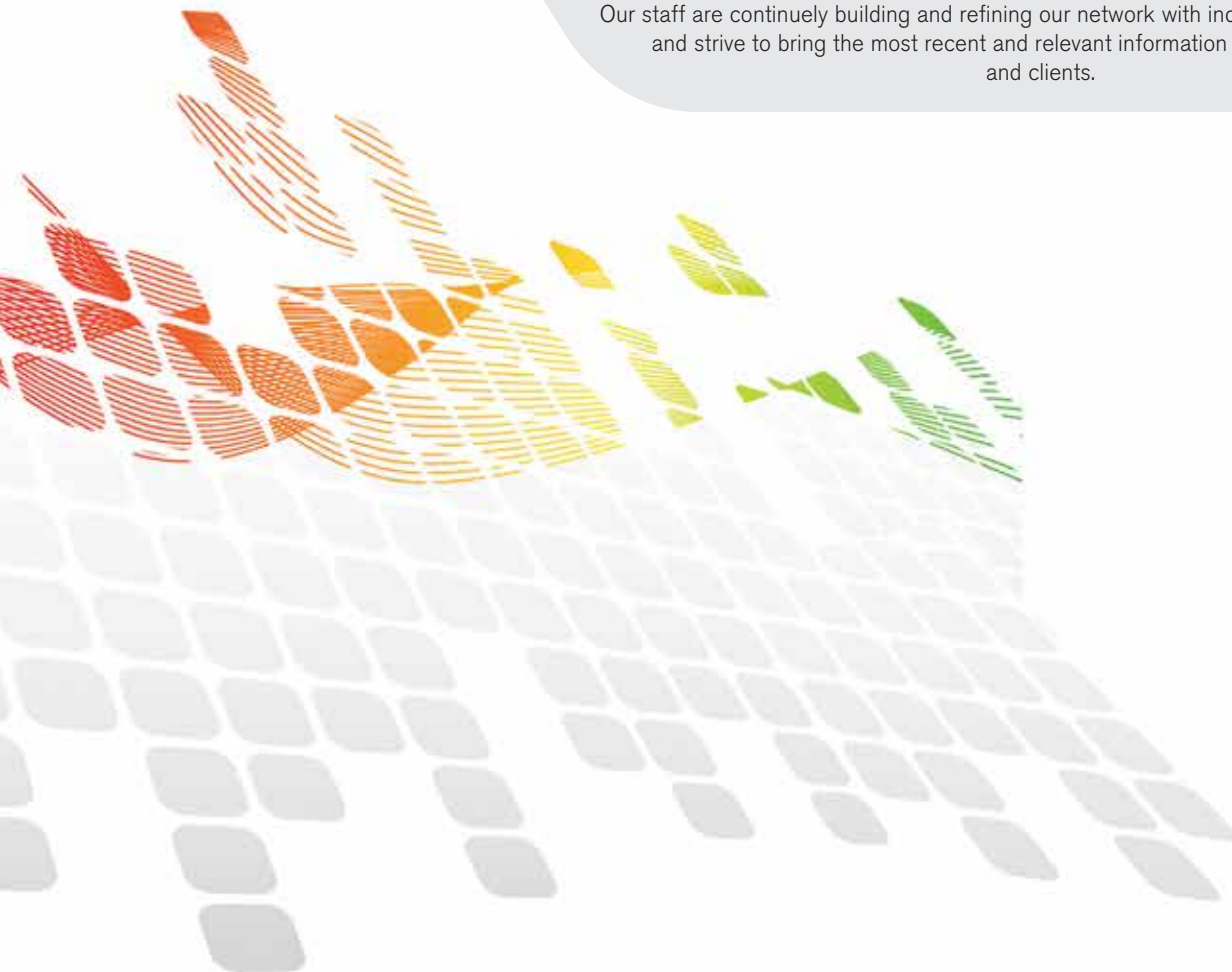
WHAT WE DO:

Norris-Whitney Communications publishes and distributes four bi-monthly magazines that cater to several niche markets associated with the Canadian music and entertainment industries. In addition, we offer a variety of marketing services including: graphic design, corporate branding, website development and promotion, photography, multimedia, special event coordination, public relations, marketing services, seminars and webinars.

Norris-Whitney Communications also operates Music Books Plus, an online store distributing books, DVDs, software, and other educational media worldwide.

HOW WE DO IT:

Our staff are continually building and refining our network with industry leaders and strive to bring the most recent and relevant information to our readers and clients.



ABOUT OUR PRODUCTS:

We publish five publications that cater to niche-specific markets of the Canadian music and entertainment industries.

The magazines (Canadian Musician [CM], Canadian Music Trade [CMT], Professional Lighting & Production [PL&P], and Professional Sound [PS]) are published in print and online.



CANADIAN MUSICIAN (CM):

Canadian Musician has been featuring well-known Canadian artists since 1979. Each bi-monthly issue includes a series of columns by professional musicians on Guitar, Bass, Keyboards, Percussion, Digital Music, Business, Songwriting, Live Sound, and more. CM provides new access points for musicians, classified ads, showcasing possibilities, new products, and reviews. CM's community of professional musicians offers valuable interaction among its readers and their industry. www.canadianmusician.com



CANADIAN MUSIC TRADE (CMT):

Canadian Music Trade has been the resource guide for musical instrument industry professionals for over 30 years. CMT assists music dealers and suppliers with the latest updates to the market, products, important trends, and business opportunities. Canadian Music Trade keeps its readers informed on industry events, features (both national and international), and associations. www.canadianmusictrade.com



PROFESSIONAL SOUND (PS):

Professional Sound has become the magazine of choice for audio professionals in Canada. The magazine profiles various areas of the pro audio industry and includes news, events, product information, practical tricks, and tips. Every issue features sections on recording, live sound, broadcast, post-production, sound contracting, DJing, A/V production, and multimedia. www.professional-sound.com



PROFESSIONAL LIGHTING & PRODUCTION (PLP):

Professional Lighting & Production was conceived to fill the demand for information in the multi-billion dollar Canadian lighting and production industry. Each publication provides in-depth information on products, suppliers, personnel, and technological developments. It keeps readers current on industry events, important innovations, trends, and trend-setters. www.professional-lighting.com



WEBINARS

Norris-Whitney Communications remains focused on creating new and advantageous learning opportunities for artists and industry professionals. As a result, we began offering interactive and educational webinars to satisfy this strong demand. Webinars are a great way for us to reach out and connect with the needs of the current market and for artists to connect with industry professionals. www.nwcwebinars.com



CANADIAN MUSICIAN RADIO

Canadian Musician Radio is a weekly broadcast hosted by our editorial staff, featuring interviews with well-known recording artists and up-and-coming talent, songwriters, producers, music experts, and music industry professionals. Each CM Radio episode brings you the best insider information on the music industry. www.canadianmusicianradio.com



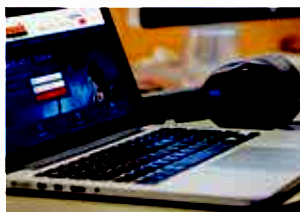
MUSIC BOOKS PLUS

Music Books Plus is an online service supplying books on video, audio, recording, songwriting, multimedia, lighting, production, broadcasting, MIDI, and the music business. Music Books Plus ships internationally to over 90 countries and offers a friendly and personal shopping experience. www.musicbooksplus.com



MUSIC BOOKS PLUS DIGITAL

Music Books Plus Digital is a user-friendly online shopping site where you can browse, purchase, instantly download, and enjoy premium instructional video titles. Music Books Plus Digital offers high-quality videos on guitar, keyboard, drums, bass, violin, vocals, and more. www.musicbooksplusdigital.com



MUSIC DIRECTORY CANADA

Music Directory Canada, Online Edition is the complete guide to the Canadian music industry, providing up-to-date information and featuring over 60 categories. Each listing includes: Company, Contact, Address, Phone, FAX, Email, Web Address, and more. www.musicdirectorycanada.com

ABOUT OUR SERVICES:

Our marketing services include graphic design, printing, website development, promotion and publicity, live event management, industry research, and direct marketing services.
www.nor.com



GRAPHIC DESIGN

Norris-Whitney Communications provides complete graphic services for clients in various industries. Our extensive experience includes producing corporate identification such as business cards, letterheads, and catalogs as well as CDs, posters, calendars, and brochures. We'll examine your target market and produce an effective design to help you reach your customers.



DIRECT MARKETING

Effective promotional pieces create awareness and desire in your target markets while branding your company. From concept to delivery, we provide design, production, and printing services for exceptional direct mail pieces. We supply relevant mailing lists, coordination of the mailing, and targeted email distribution to our qualified lists.



INTERNET SERVICES

Norris-Whitney Communications has been involved in entertainment communications since 1979 and online since 1982. We offer complete website design, web development, promotion services, complete database design and maintenance services, as well as domain name registration. We know the importance of SEO and can give you the tools to drive more visitors to your site.



PROMOTION & PUBLICITY

Our public relations team opens up two-way communication between our client's company and their audience. Norris-Whitney Communications can effectively communicate your message through the creation of communication material like media releases, media kits, pitch letters, sweepstakes, and public service announcements, quickly producing a response from your market.



SOCIAL MEDIA MANAGEMENT

Not sure where to start with your social media? Norris-Whitney Communications can get you started with a custom social media marketing plan. We'll help you put that plan into action and gain a social media presence. We'll help you find your desired demographic market and show you how to convert them into prospective customers.



WEBINAR PRODUCTION

Norris-Whitney Communications will enable you to present your products and services to a targeted or global market. We'll produce your presentation, assist with the technology, moderate your online event, and provide aggressive promotion. Our webinar service includes recording, editing, delivery, and a qualified audience. We aspire to produce webcasts that educate, motivate, and generate leads and qualified prospects for every individual client.



LIVE EVENT MANAGEMENT

Let Norris-Whitney Communications coordinate and manage every aspect of your next event. We'll provide you with a timeline of events, appropriate venue, live music/DJ, customized menu, and courteous hosts while creating the ambiance and atmosphere you desire for your event. Additionally, we offer marketing consultation that includes strategic marketing, campaign design and creation, coordination, and campaign management.



MARKET RESEARCH

Effective market research can give you up-to-date information on your customers, their buying habits and intentions, and what they think about your company, its products, services, and people. Using our extensive databases, Norris-Whitney Communications can conduct targeted, confidential research on any segment of the entertainment market. We'll formulate a custom plan that will assist you in tackling future opportunities with a clearer direction.



ORGANIZATIONS WE SUPPORT

Norris-Whitney Communications supports many associations and is an active member of numerous organizations.



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