

April 2008

Rob Cook,
President



In this issue:

President's Message

CNQ Listings

Total Market Activity

Market Data

Trading Activity

Most Active

Financings

Pure Trading

Market Makers

CNQ Dealers

IR Insight

CNQ Notice

Events

pure

the essence of trading™

President's Message

What were you showered with in April? We were the recipients of many new proposals to develop relationships with service providers who are involved in various small cap constituencies. Many of these appear to offer programs that would benefit CNQ listed companies, from D&O insurance plans to shareholder relations to investor relations to regulatory compliance and international IPO development.

When the market slows down it's a great opportunity to assess new ways of reaching your target market. At CNQ we are dedicated to bringing new ways of adding value to our listed companies. One of these is through the introduction of third party service offerings, provided of course that they have something special to offer. Some of those that we have met we will be introducing over the next few months.

Trading activity has been quite steady in 2008 when compared with 2007, though it is not as active. This is in contrast to other markets where we have observed a large drop off in market activity. CNQ companies have told us in the past that they have seen less volatility in their share price than peers in other markets. We have no empirical data on that ourselves but we accept the anecdotal evidence. Some of the companies that have moved from CNQ to other stock exchanges have also told us that they never received the purported benefit from the move. This falls into the category of the other man's grass not always being greener.

CIX – the Canadian Innovation Exchange forum was held in Toronto in April and was partly sponsored by CNQ. The forum is an opportunity for emerging companies, mostly involved in the tech sector, to meet with institutional and venture capital investors along with service providers to new businesses. The event was held at the Carlu, a very suave blend of old and new that suited the event very well. The companies represented were an exciting mix of new ideas that made for a very interesting two days for the CNQ staff involved.

CNQ Listings

New Listing - Stream Oil & Gas Ltd.

SYMBOL: STRM

Trading Date: April 9, 2008

Activity: Stream Oil & Gas is primarily in the business of oil and gas development and production. The Company will continue to explore, develop and produce the resource properties and interests held by Stream, including the oil and gas fields in Albania consisting of Ballsh-Hekal Field, Cakran-Mollaj Field, Gorisht-Kocul Field and Delvina Field. The Company will assess future plans for L.G.R.'s Jack Property.

Outstanding Shares: 38.7 million

Transfer Agent: Pacific Corporate Trust

New Listing - Eiger Technology, Inc.

SYMBOL: GAME

Trading Date: April 28, 2008

Activity: Eiger Technology, Inc. is an investment company focused on developing value through early stage direct investments with a long term time horizon and followed by eventual divestment. The primary objective of the Company is the development of its gaming investments.

Outstanding Shares: 42.3million

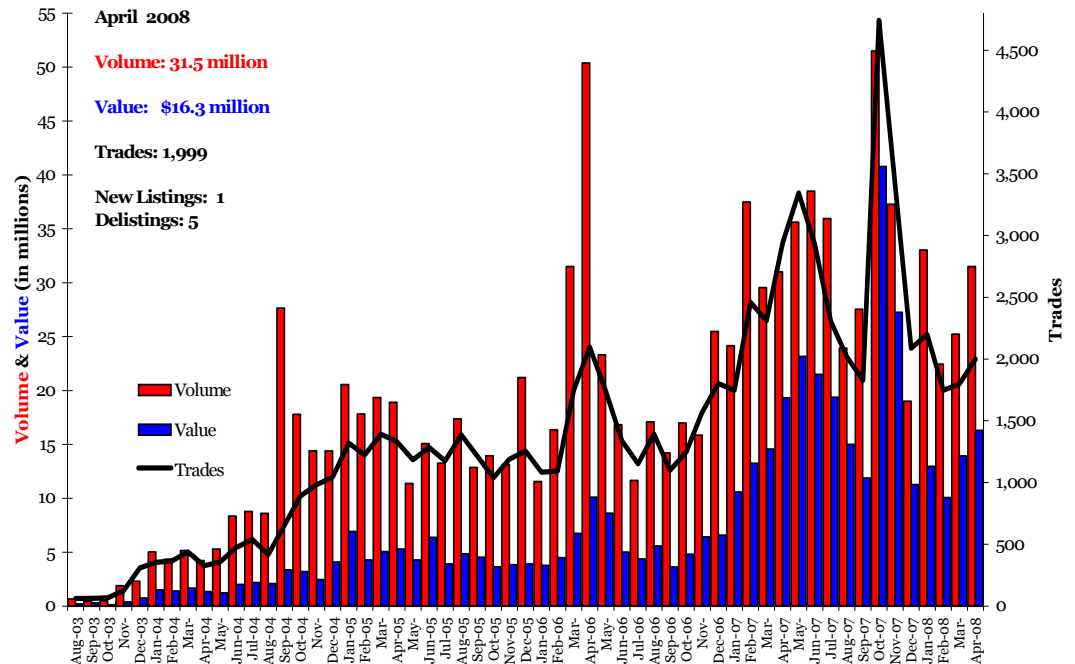
Transfer Agent: Pacific Corporate Trust

Visit: www.cnq.ca

CNQ Total Market Activity April 2008

Total Volume Traded	31,496,536	Avg Volume per Trade	15,756
Total Value Traded	\$16,315,520	Avg Value per Trade	\$8,162
Total Trades	1,999	Avg Price per Share	0.52

CNQ Trading Activity Through April 2008



To become a CNQ listed company, contact:
 Radhika Ramkarran,
 Listings Coordinator
 416-572-2000 ext. 2435
 Radhika@cnq.ca

Market Data

Data Vendors authorised to distribute real-time market data for CNQ appear below. For more information on Market Data please visit the CNQ service directory page at www.cnq.ca. Delayed quotes and market activity summaries are also provided on www.cnq.ca

CNQ Data Vendor

Alpha Trade
 Bloomberg
 Belzberg
 Canjex Publishing (Stockwatch)
 IRESS Canada
 QuoteMedia, Inc.
 Reuters – U.S.
 Reuters – Canada
 Telekurs
 Thomson Financial

Contact Tel.

604-681-7503
 212-617-2000
 416-360-1812
 604-687-1500
 416-907-9221
 877- 311-9911 Ext 0
 800-738-8377
 416-941-8000
 203-353-8100
 416 -956-1077

Website URL

www.alphatrade.com
www.bloomberg.com
www.belzberg.com
www.stockwatch.com
www.iress.ca
www.quotemedia.com
www.reuters.com
www.reuters.com
www.tkusa.com
www.thomson.com



Visit: www.cnq.ca

Trading Activity

<u>Security</u>	<u>Symbol</u>	<u>Volume</u>	<u>Value</u>	<u>Trds</u>	<u>Hi</u>	<u>Lo</u>	<u>Close</u>
Aerocast Inc.	AERO	222,000	59,920	38	0.31	0.20	0.25
AireSurf Ntwrks. Holdings Inc.	AIRE	51,000	1,530	2	0.03	0.03	0.03
Alliance Mining Corp.	AMCL	144,500	14,250	10	0.12	0.085	0.12
American Insulock Inc.	AIKI.U	84,000	3,150	5	0.05	0.03	0.05
Armada Mercantile Ltd.	AARM	35,000	6,474	6	0.20	0.155	0.20
Avanti Mining Inc.	AVMI	180,000	63,430	21	0.43	0.25	0.30
Biosign Technologies Inc.	BIOS	57,500	47,185	11	0.97	0.75	0.95
Bison Gold Exploration Inc.	BGEI	23,000	3,410	2	0.25	0.12	0.12
Cadillac Ventures Inc.	CDEX	535,500	372,780	31	0.77	0.60	0.69
Cayenne Gold Mines Ltd.	CAYN	15,000	1,575	3	0.12	0.095	0.095
CDG Investments Inc.	CDGI	21,470	543	8	0.03	0.005	0.03
CIC Mining Resources Ltd.	CICM.U	208,000	7,730	3	0.065	0.035	0.05
Colt Capital Corp.	COLT	193,500	59,250	12	0.35	0.24	0.25
Continent Resources Inc.	CORE	243,500	72,465	26	0.34	0.25	0.28
Copper Belt Resources Ltd.	CBRL	280,000	21,720	8	0.10	0.07	0.07
Copper Reef Mining Corp.	CZCC	560,500	160,115	38	0.31	0.25	0.25
Cougar Minerals Corp.	COUG	45,000	4,050	4	0.09	0.09	0.09
Creation Casinos Inc.	CSNO	1,278,600	77,544	13	0.07	0.06	0.07
Cuervo Resources Inc.	IRON	952,000	1,384,851	88	1.55	1.20	1.26
Dynamic Resources Corp.	DYRF	4,777,480	486,247	194	0.12	0.08	0.09
Eagle Star Petroleum Corp.	EAGL	13,000	2,240	2	0.18	0.17	0.17
Excalibur Resources Ltd.	EXBR	305,500	15,205	14	0.055	0.04	0.045
Fort Chimo Minerals Inc.	FORT	1,440,000	9,950	9	0.015	0.005	0.015
Glenbriar Technologies Inc.	GBRT	52,000	5,690	6	0.15	0.095	0.125
Gold Reef International Inc.	GRIN	69,000	38,460	14	0.61	0.51	0.55
Great Bear Uranium Corp.	GTBR	2,651,524	452,913	30	0.20	0.165	0.175
Hi Ho Silver Resources Inc.	HIHO	431,500	263,965	44	0.70	0.40	0.61
HMZ Metals Inc.	HMZA	1,000	90	1	0.09	0.09	0.09
Hy Lake Gold Inc.	HYLK	124,550	61,327	20	0.58	0.40	0.40
Immunall Science Inc.	GNSE	38,127	5,862	9	0.18	0.15	0.15
La Imperial Resource Inc.	LAMP	2,000	380	1	0.19	0.19	0.19
Lands End Resources Ltd.	LAND	5,000	1,055	2	0.22	0.19	0.22
Lebon Gold Mines Ltd.	LBON	50,500	8,580	2	0.17	0.16	0.16
Lucara Diamond Corp.	LUCA	908,401	727,846	76	1.00	0.76	0.95
Mantis Minerals Cor.p	MINE	1,154,200	266,342	89	0.27	0.195	0.20
MB Bldr Bonds AFR 3.25%	MBIA.D.A	253,200	259,729	8	100.00	99.77	99.77
MB Bldr Bonds AFR 3.70	MBIA.D.B	20,800	21,418	1	100.00	100.00	100.00
MB Bldr Bonds AFR 4.25%	MBGA.D.B	333,684	345,396	15	100.00	99.88	99.89
MB Bldr Bonds AFR 4.45	MBHA.D	396,600	411,231	13	100.00	99.49	100.00
MB Bldr Bonds CFR 4.45%	MBHC.D	14,000	16,370	2	100.00	100.00	100.00
MB Bldr. Bonds AFR 4.20%	MBHF.D	2,900	3,001	1			100.00
MB Hyd Bond 10 AFR 4.6	MHJA.D.A	25,000	25,976	3	100.00	99.57	100.00
MB Hyd Bond 9 4.35%	MHIA.D.B	20,000	20,726	1			98.35
MB Hyd Bonds 10 AFR 4.20%	MHJF.D	80,000	82,714	1	100.01	100.01	100.01
MB Hyd Bonds 9 AFR 4.2%	MHIF.D	94,100	97,386	2	100.00	99.87	99.87
MB Hyd. Bond9 4.15%	MHIA.D.A	80,000	82,752	3	100.00	100.00	100.00
McLaren Resources Inc.	MCLN	70,500	17,615	6	0.41	0.23	0.26
Minerva Minerals Ltd.	MINL	12,000	2,360	3	0.20	0.18	0.18
Nass Valley Gate Ltd.	NVGL	1,500	112	1	0.075	0.075	0.075
Nexia Biotechnologies Ltd.	NXBL	228,913	25,915	28	0.15	0.09	0.09
Nova Growth Corp.	NOVA	24,500	11,025	2	0.45	0.45	0.45
ONA Energy Inc.	OEIX	81,500	51,775	15	0.70	0.60	0.60

(Note: a '.U' extension denotes trading in U.S.\$)

For information on each company listed on CNQ please visit the Listings Disclosure Hall, which can be found on our home page at www.cnq.ca



Trading Activity Cont'd

(Note: a '.U' extension denotes trading in U.S.\$)

Security	Symbol	Volume	Value	Trds	Hi	Lo	Close
Onco Petroleum Inc.	ONCO	614,000	222,719	83	0.60	0.15	0.445
OnePak, Inc.	ONPK	2,000	980	1	0.49	0.49	0.49
Otterburn Ventures Inc.	OTBN	79,500	19,220	15	0.30	0.20	0.24
Petrol Once Corp.	PONE	3,028,692	1,723,981	156	0.84	0.40	0.75
PetroWorth Resources Inc.	PTWR	1,138,500	1,066,784	144	1.05	0.75	0.94
Quinsam Capital Corp.	QCAP	640,000	12,065	9	0.025	0.01	0.015
Range Metals Inc.	RMIC	8,102	2,280	4	0.34	0.25	0.25
Redzone Resources Ltd.	REDZ	40,000	15,400	8	0.40	0.35	0.35
Revolution Technologies Inc.	RVLT	264,000	13,200	2	0.05	0.05	0.05
Rockhaven Resources Ltd.	ROCK	125,000	73,550	15	0.60	0.51	0.51
RX Exploration Inc.	RXEX	317,500	166,460	68	0.70	0.40	0.60
Stealth Energy Inc.	STLH	511,833	272,059	68	0.63	0.49	0.52
Stream Oil & Gas Ltd.	STRM	117,900	146,708	54	1.45	1.11	1.14
Sunorca Development Corp.	SUNO	394,000	39,200	14	0.10	0.09	0.10
Talmora Diamond Inc.	TALM	48,000	805	7	0.03	0.01	0.01
Thunderbird Resorts Inc.	BIRD.U	542,330	4,090,971	147	8.45	6.50	7.25
Toro Resources Corp.	TORO	20,000	1,600	1	0.08	0.08	0.08
Trevalli Resources Corp.	ZINC	596,755	1,240,673	124	2.25	1.86	1.86
Triangle Multi-Services Corp.	TTTM	21,100	947	6	0.07	0.01	0.03
Triple Dragon Resources Inc.	TDRN	55,000	10,525	3	0.195	0.19	0.195
TrustMark Auto Group Inc.	AUTO	2,000	2,100	1	1.05	1.05	1.05
Valterra Resource Corp.	VALT	7,752	1,537	6	0.20	0.20	0.20
Veraz Petroleum Ltd.	VRAZ	502,000	457,290	39	1.15	0.86	0.90
Vital Resources Corp.	VITL	1,976,470	60,014	23	0.05	0.02	0.02
Warwick Communications Inc.	WARK	21,000	6,100	2	0.30	0.10	0.30
Wildcat Silver Corp.	WILD	1,429,953	445,465	47	0.45	0.30	0.37
Zab Resources Inc.	ZABK	100,100	2,025	5	0.03	0.015	0.03

CNQ Listings Cont'd

Delistings -

Simplex Solutions Inc. (SPLX)

Was delisted at the close of business effective Market close, Tuesday, April 8, 2008. Trading in SPLX had been suspended since January 9, 2008. Please see bulletin 2008- 0402 for more details.

Eagle Star Petroleum Corp. (EAGL)

Was delisted from CNQ effective at the close of business Wednesday, April 30, 2008. Please see bulletin 2008 - 0406 for more details.

Gray Wolf Capital Corp. (WOLF.D & WOLF.P.B)

Was delisted from CNQ effective at the Close of Wednesday, April 30, 2008. Please see bulletin 2008-0408 for more details

Rockhaven Resources Ltd. (ROCK)

Was delisted from CNQ effective at the close of business Wednesday, April 30, 2008. Please see bulletin 2008 - 0407 for more details.

Visit: www.cnq.ca

Most Active By Volume

Company Name	Symbol	Volume	Value	Trds	Hi	Low	Close
Dynamic Resources Corp.	DYRF	4,777,480	486,247	194	0.12	0.08	0.09
Petrol Once Corp.	PONE	3,028,692	1,723,981	156	0.84	0.40	0.75
Great Bear Uranium Corp.	GTBR	2,651,524	452,913	30	0.20	0.165	0.175
Vital Resources Corp.	VITL	1,976,470	60,014	23	0.05	0.02	0.02
Fort Chimo Minerals Inc.	FORT	1,440,000	9,950	9	0.015	0.005	0.015
Wildcat Silver Corp.	WILD	1,429,953	445,465	47	0.45	0.30	0.37
Creation Casinos Inc.	CSNO	1,278,600	77,544	13	0.07	0.06	0.07
Mantis Minerals Cor.p	MINE	1,154,200	266,342	89	0.27	0.195	0.20
PetroWorth Resources Inc.	PTWR	1,138,500	1,066,784	144	1.05	0.75	0.94
Cuervo Resources Inc.	IRON	952,000	1,384,851	88	1.55	1.20	1.26

Most Active By Value

Company Name	Symbol	Volume	Value	Trds	Hi	Low	Close
Thunderbird Resorts Inc.	BIRD.U	542,330	4,090,971	147	8.45	6.50	7.25
Petrol Once Corp.	PONE	3,028,692	1,723,981	156	0.84	0.40	0.75
Cuervo Resources Inc.	IRON	952,000	1,384,851	88	1.55	1.20	1.26
Trevali Resources Corp.	ZINC	596,755	1,240,673	124	2.25	1.86	1.86
PetroWorth Resources Inc.	PTWR	1,138,500	1,066,784	144	1.05	0.75	0.94
Lucara Diamond Corp.	LUCA	908,401	727,846	76	1.00	0.76	0.95
Dynamic Resources Corp.	DYRF	4,777,480	486,247	194	0.12	0.08	0.09
Veraz Petroleum Ltd.	VRAZ	502,000	457,290	39	1.15	0.86	0.90
Great Bear Uranium Corp.	GTBR	2,651,524	452,913	30	0.20	0.165	0.175
Wildcat Silver Corp.	WILD	1,429,953	445,465	47	0.45	0.30	0.37

Financings Completed

Company	Symbol	Amount Raised	Date
RX Exploration Inc.	RXEX	\$1,916,800	Apr. 11/08
Petrol One Corp.	PONE	\$46,400,000	Apr. 22/08
Range Metals Inc.	RMIC	\$150,000	Apr. 29/08
Stealth Energy Inc.	STLH	\$7,327,500	Apr. 30/08
Aerocast (IPO)	AERO	\$900,000	Mar. 14/08
VisionSky	VSKY	\$300,000	Mar. 17/08
Gold Reef	GRIN	\$484,611	Mar. 19/08
American Insulock	AIKI.U	USD\$250,000	Mar. 28/08
OnePak, Inc.	ONPK	\$265,490	Feb. 1/08
Otterburn Ventures Inc. (IPO)	OTBN	\$500,000	Feb. 4/08
Cadillac Ventures Inc.	CDEX	\$2,000,000	Feb. 4/08
CIC Mining Resources Limited	CICM.U	\$2,750,000	Feb. 06/08
Petrol One Corp.	PONE	\$1,002,000	Feb. 15/08
Vital Resources Corp.	VITL	\$126,377	Feb. 21/08
Copper Reef Mining (IPO)	CZCC	\$3,800,000	Feb. 22/08
Sunorca Development Corp.	SUNO	\$450,000	Feb. 22/08
Stealth Energy Inc.	STLH	\$1,250,000	Feb. 26/08

Visit:
www.puretrading.ca

Pure Trading™

Contacts:

Ian Banded

Vice-Chairman & CEO
ian@puretrading.ca
416-572-2000 x2265

Robert Cook

President
robert.cook@puretrading.ca
416-572-2000 x2470

Richard Carleton

Vice President
Corporate Development
richard.carleton@puretrading.ca
416-572-2000 x2326

Lida Preyma

Director, Business
Development &
Marketing
lida@puretrading.ca
416-572-2000 x2285



Pure Trading

Better Faster Cheaper

Pure Trading is a continuous auction market with superior service.

Pure Trading uses the X-Stream trading System from the world's leading supplier of stock exchange technology

Pure Trading is priced to reflect the cost advantages of employing today's technology.

April has brought some mixed reviews in terms of temperatures but Pure Trading was certainly on a high. Here are some of April's highlights:

Our three most active stocks for the month are:

- | | |
|------------------------------|-------------------------|
| 1. Quebecor World Inc. (IQW) | 9,707,500 Shares traded |
| 2. Bombardier Inc. (BBD.B) | 5,932,000 Shares traded |
| 3. Medicare Inc. (MPH) | 3,807,500 Shares traded |

On April 2nd, we hit our high in volume traded for the month with 4,369,200 shares coming in at 1.12% of market share. Not to mention our highest transactions day of April with 5701 trades on the 23rd. With 36 dealers providing liquidity, we've seen steady growth on our market since we launched the full complement of senior listed equities in late January.

We also launched a new release of the X-Stream trading system into production at the end of the month to enhance speed and efficiency. Should I mention we're cheaper too?

Off the market, the Pure team has been flying between continents to attend an abundance of conferences and industry events. The month started off with a bang at the Toronto Board of Trade on April 1st where Markets Media organized the first conference of the Month: The Whole Trade. This conference brought panels that were very well represented by the different players in the Canadian market discussing the evolving landscape, algorithmic trading, derivatives and market volatility as well as regulation.

Halfway across the world during that same week, some of the Pure Trading team was attending the World Exchange Congress in London, England. With an audience from over 40 countries in attendance, exchange representatives participated in panels and discussions regarding their respective exchanges, market structure, trading technology, transparency and efficiency.

Our very productive month continued in New York on April 17th with STANY's 72nd Annual Dinner where we caught up with our colleagues in the south to let them know how we're doing; followed by Trade Tech in Paris, France immediately after. Representatives from all over the globe attended and many topics were explored during this conference including: Accessing and Attracting Liquidity in the New Trading Landscape; Ensuring A Seamless Electronic Trading Cycle: From Data Display To Order Routing Through To Post-Trade Analytics; as well as: The US Perspective: What Europe Can Learn From The US Marketplace, just to name a few.

Back in Toronto, CSTA's Spring Fling on the 24th was one booming party! We talked about the free crosses on Pure (which are still available by the way!), our increased liquidity, volumes as well as transactions on a daily basis. Did I mention we're cheaper too?

As usual, visit us on our website at www.puretrading.ca, call or email us with any questions or just let us know of any juicy rumours you may have heard about us!

CNQ Market Makers:

Canada's New Stock Exchange is an order driven, central auction market. It is fully automated with a central limit order book and liquidity is enhanced on a security by security basis by Market Makers. Market Makers provide a continuous 2-sided market in each issue which improves liquidity in those securities. There are 9 CNQ dealers acting as Market Makers on one or more CNQ stocks. Market Makers added during the month of April are set out in the following table. To view the entire Market Maker List, please visit www.cnq.ca, under "Listings Disclosure Hall", "CNQ Stock List Summary"

<u>Security</u>	<u>Firm</u>	<u>Trader</u>
STLH	PI Financial Corp..	Darren Ricci / Harry Fischer

CNQ Dealers

- ❖ Acker Finley Inc.
- ❖ BMO Nesbitt Burns Inc.
- ❖ Berkshire Securities
- ❖ Blackmont Capital Inc.
- ❖ Bolder Investment Partners Ltd.
- ❖ Brant Securities Limited
- ❖ Brockhouse & Cooper
- ❖ Byron Securities Limited
- ❖ Caldwell Securities Ltd.
- ❖ CIBC World Markets Inc.
- ❖ Canaccord Capital Corporation
- ❖ Citigroup Global Markets Canada Inc.
- ❖ Clarus Securities
- ❖ Commission Direct Inc.
- ❖ Credit Suisse Securities
- ❖ D&D Securities Company
- ❖ Desjardins Securities
- ❖ Dundee Securities Corporation
- ❖ e3m Investments Inc.
- ❖ E*Trade Canada Securities Corporation
- ❖ Fimat Canada Inc.
- ❖ First Energy Capital Corp.
- ❖ Gateway Securities Inc.
- ❖ Genuity Capital Markets
- ❖ Global Securities Corporation
- ❖ GMP Securities LP
- ❖ Goldman Sachs Canada Inc.
- ❖ Haywood Securities Inc.
- ❖ HSBC Securities (Canada) Inc.
- ❖ ITG Canada Corp.
- ❖ Independent Trading Group
- ❖ Infinium Capital Corp.
- ❖ Instinet Canada Ltd.
- ❖ Integral Wealth Securities Limited
- ❖ Interactive Brokers Canada Inc.
- ❖ Jitney Group Inc.
- ❖ Jones, Gable & Company Limited
- ❖ Laurentian Bank Securities Inc.
- ❖ Leede Financial Markets Inc.
- ❖ Lehman Brothers Canada Inc.
- ❖ Loewen Ondaatje McCutcheon Ltd.
- ❖ MF Global Canada Co.
- ❖ MGI Securities Inc
- ❖ MacDougall, MacDougall & MacTier Inc.
- ❖ Merrill Lynch Canada Inc.
- ❖ Morgan Stanley Canada Ltd.
- ❖ National Bank Financial
- ❖ Norstar Securities International Inc.
- ❖ Northern Securities Inc.
- ❖ Octagon Capital Corporation
- ❖ Odium Brown Limited
- ❖ Orion Financial Corp.
- ❖ PI Financial Corp.
- ❖ Paradigm Capital Inc.
- ❖ Penson Financial Services Canada
- ❖ Peters & Co. Limited
- ❖ Pictet Canada LP
- ❖ Pollitt & Co. Inc.
- ❖ Qtrade Securities Inc.
- ❖ Questrade Inc.
- ❖ Raymond James Ltd.
- ❖ RBC Dominion Securities Inc.
- ❖ Research Capital Corporation
- ❖ Salman Partners Inc.
- ❖ Scotia Capital Inc.
- ❖ State Street Global Markets Canada Inc.
- ❖ Cormark Securities Inc.
- ❖ TD Securities Inc.
- ❖ Toll Cross Securities Inc.
- ❖ Tristone Capital
- ❖ UBS Securities Canada Inc.
- ❖ Union Securities Ltd.
- ❖ W.D. Latimer Co. Limited
- ❖ Wellington West Capital Markets Inc.
- ❖ Westwind Partners Inc.
- ❖ Wolverton Securities Ltd.





IR INSIGHT

Gaining cost efficiencies by integrating IR with other communications functions

By John Morris APR, President, Marcovitch Public Relations

Here's a corny but true quote to consider: "A best friend is like a four leaf clover, hard to find and lucky to have." This common sense philosophy extends to communications partners, especially when you're a new player in a crowded marketplace.

By finding and collaborating with a single source for your IR and other communications needs, you can save time and effort as well as resources and often get much better results than you might with an array of IR, PR and marketing firms.

One clear advantage of dealing with a single firm is the time savings. A simplified single briefing program and continuous one-to-one relationship means that the firm you select will truly understand your company and its needs. This is no easy feat as those of you have been down this road previously well know; finding an appropriate team that can partner with your own people and correctly communicate on the company's behalf doesn't happen easily and often takes considerable effort to gel. Once you have that partner on board, their value to your organization is immense. Finding one, rather than several such partners clearly is a lot more likely and certainly less time consuming than chasing and educating three or more different so-called specialists.

Today, your perceived need may only be for IR – after all, this crucial function is pivotal to your investor viability. But success can arrive surprisingly quickly and with it come opportunities for public relations, direct marketing, business-to-business communications and possibly advertising. With a smoothly functioning IR group within an integrated agency, the steps to other communications can happen quickly and the knowledge level will already be in place.

Perhaps the most important recognition of an integrated approach to IR is that investors are *people* first. That is to say that awareness and opinion is formed for your company in the same way it is for other entities regardless of the intensity of your dedicated IR efforts. Investors, in their role as normal people, are subjected to news media, ads in every aspect of their professional and personal lives, word of mouth and thousands of other impressions. By working with a firm that understands the range of media, your IR initiatives can achieve the share of mind necessary to achieve sound IR goals. People frequently receive company reports and other shareholder information in the mail that they toss into the blue box without even flipping the pages. The language and style of your IR efforts from annual reports to news can reflect the language and sensibility of the real world.

While individual communication and mailed reports are effective everyone agrees that the Internet is the primary source of information for Canadians and particularly so for the investment community. Even committed investors are constantly on the lookout for information and your company must have a presence that can stand up to close scrutiny. A contemporary, market savvy IR agency will only come from the ranks of agencies that understand the many other aspects of the web and are conversant in the language and detail of the Internet.

IR Insight is a publication for GoPublicInCanada.com that is of interest to business owners and executives managing investor relations responsibilities.

Gaining cost efficiencies by integrating IR with other communications functions

Back in the day, IR firms were ivory tower specialists who prided themselves on the secret language of the backroom. Today your IR will benefit from contemporary thinking and plain speaking. You're a lot more likely to find those qualities in a company conversant with the broader range of communications.

[Marcovitch Public Relations](#) is an integrated communications firm that has evolved from its PR roots to incorporate branding, advertising, media buying, creative design, web development and IR. MPR uses senior professionals with cross-disciplinary experience.

John Morris can be reached at 416-963-3222 or email: john@marcovitchpr.ca



CNQ Stock Exchange at the 2008 Canadian Innovation Exchange

CNQ continues to show that it is the optimal destination for emerging companies seeking capital. By attending the 2008 Canadian Innovation Exchange Conference, CNQ took center stage before emerging companies and investors, including investment dealers and venture capital firms on both sides of the border. Robert Cook, CNQ's President, addressed a large crowd of entrepreneurs looking for guidance on how to get their companies to the next level.

The event took place April 29 and 30 in downtown Toronto at The Carlu, and included meeting and networking opportunities for all members of the financing world, from entrepreneurs and companies looking for funding to banks, law firms, private equity firms, VCs and every level of professional investor. Of the importance of the event, Mr. Cook said, "It is by participating in these environments, that CNQ can make itself present to a great many companies in immediate need of our services – specifically CNQ's listed market, GoPublicInCanada.com, and DealExchange.ca."

Several emerging companies were immediately enthusiastic about CNQ as an alternative to other markets and forms of financing. CNQ's Listings Marketing personnel are currently following up with these companies and business people with innovative ideas who were present to investigate their potential for becoming public on CNQ.



Events

May 6th – 7th

Visit us at Cypress Centre, 2055 - 21 Avenue SE, Medicine Hat, AB for the Gas City Petroleum Expo. To find out more about this event visit http://www.tourismmedicinehat.com/navigation/Trade%20Show/Oil/show_schedule.htm for all the details.

May 29th

CNQ will be a sponsor of the Spring Investor Showcase at The Westin Calgary. For more details on this event visit www.sepac.ca

June 10th – 12th

Stop by the CNQ booth at the Stampede Grounds, RoundUp Centre for the Global Petroleum Show. For more information and registration please visit www.petroleumshow.com

June 15th

Join CNQ in Mont Tremblant, Quebec for the 21st Annual CIRI Conference. For more details on this event visit www.ciri.org/events/conf2008.