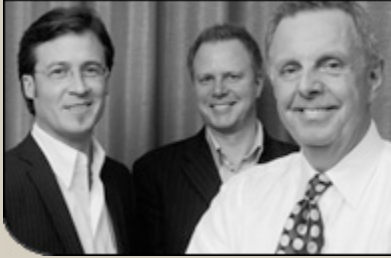


Instinct

We support and challenge business leaders to maximize the potential within their Brands.



Andris Pone makes an Instinctive move

Ted Matthews, Brand Coach and Founding Partner, and Greg De Koker, Brand Coach and Managing Partner, are delighted to announce that **Andris Pone has joined the firm as Brand Coach and Partner**. Andris brings to Instinct the experience and resources of Brandovers, the Toronto Brand strategy firm he founded in 2005.

Andris is an exceptional writer and has been instrumental in the research and preparation of Ted's book, *BRAND: It Ain't the Logo* (*It's what people think of you™)* to be published this Fall. Andris' client list from Brandovers includes Fairmont Hotels & Resorts, Princess Margaret Hospital Foundation and NuComm International. At Instinct, he has worked with Bombardier Regional Aircraft, KingSett Capital, Strata Health and Kinross Gold, among many others.

Andris graduated summa cum laude with a degree in political science from Saint Mary's University in Halifax, and holds an MBA, with specializations in marketing and strategic management, from the Schulich School of Business.

Our Vision:

To be recognized as the organization responsible for teaching the broader understanding and appreciation of "Brand."

Visit our website at: www.instinctbrandequity.com

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Please note Andris' new contact information...

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