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PGMarketing Services Joins the Centre for Outsourcing, Research & Education (CORE)

Markham, ON, August 14, 2006 – PGMarketing Services (PGe), a leading provider of outsourced marketing services today announced its membership in the Centre for Outsourcing, Research & Education (CORE).

CORE is dedicated to providing high quality, independent research and education on outsourcing and global sourcing.

For 20 years PGe has been helping some of Canada's largest organizations build, implement and execute outsourced marketing strategies that increase quality, throughput and results while significantly and quantifiably reducing marketing costs.

“Being part of CORE represents a great opportunity for us to work, learn and share ideas with a broad base of outsourcing experts”, said Andrew Gage, Vice President Corporate Development for PGe. “We are committed to continually developing innovative operational strategies for our clients. Working with CORE will enhance the breadth and depth of our innovation.”

"Having PGe as a member of CORE will expand our research and education programs into the marketing field. We believe this is an area of outsourcing where the benefits are significant but have not widely been understood by senior executives," added John Symke, President of CORE. “We are excited about the opportunity to bring PGe’s knowledge to our members.”

PGe manages many large marketing and communications projects on behalf of several large clients, including Rogers Communications, Ontario Lottery & Gaming, Allstate Insurance and Bank of Montreal.

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