

For Immediate Release

COMB Announces Board Changes

Toronto, August 2, 2016



Karine Courtemanche, President of Touché! has been appointed the new Chair of the Canadian Out-of-Home Measurement Bureau (COMB) taking over from Dave Petryna, General Manager; Outdoor Exposure who will continue to serve as a Director on COMB's Board. "This is an exciting opportunity to act as Chair of COMB, especially at a time where technology brings so much potential for out-of-home", commented Karine.



Craig Jennings
Director, Media/Agency Management, RBC



Cindy Worsley
SVP, Business Director, MediaCom



Jordana Fatsis
VP, Out-of-Home Sales, Astral Out-of-Home

COMB has appointed three new Directors as well. Craig Jennings, Director, Media / Agency Management at RBC; Cindy Worsley, SVP, Business Director at MediaCom and Jordana Fatsis, VP, Out-of-Home Sales for Astral Out-of-Home.



Barry Wilde, CFO
PATTISON Outdoor Advertising

Barry Wilde, CFO of PATTISON Outdoor Advertising will continue to serve as COMB's Treasurer and Rosanne Caron as COMB's President.

Other Board members include: Brooke Leland, General Manager, Cossette; Kristine Lyrette, President, ZenithOptimedia; Richard Ivey, Chief Procurement Officer, Media Experts; Lisa Kahn, VP, Group Director, Vizeum/Dentsu Aegis; Randy Otto, President, PATTISON Outdoor Advertising; Bob Leroux, VP/GM Central Region, PATTISON Outdoor Advertising, Troy Sedgwick, President & CEO, REC Media; Nick Arakgi, President, OUTFRONT Media; Michele Erskine, Senior Vice-President, Canada, OUTFRONT Media and Philippe Marchessault, EVP, Operations, Development & Innovation, Indoor Advertising, Newad.

About COMB

The Canadian Out-of-Home Measurement Bureau sets the industry standard for measurement of OOH advertising audiences across Canada. It publishes circulation and market data for over 61,000 OOH advertising faces in over 275 markets.

COMB is a national, not-for-profit association dedicated to providing unbiased, accurate and independent quantitative research since 1965.

COMB's members include OOH companies, advertising agencies and advertisers that provide guidance, funding and oversight to the measurement process.

For more information please contact:

Rosanne Caron, President
416-968-3823, 108
rcaron@omac.comb.org

