



THE ROYAL CANADIAN GEOGRAPHICAL SOCIETY LA SOCIÉTÉ GÉOGRAPHIQUE ROYALE DU CANADA

André Préfontaine appointed President of Canadian Geographic Enterprises and Publisher of *Canadian Geographic* magazine

Ottawa, July 5, 2006 – Gisèle Jacob, President of the Royal Canadian Geographical Society (RCGS), announced today the appointment of André Préfontaine as President of Canadian Geographic Enterprises (CGE) and Publisher of *Canadian Geographic* magazine as of July 15.

Prior to joining CGE, Préfontaine was President of Transcontinental Media, the fourth publishing group in Canada and the largest publisher of consumer magazines in the country. Since last February, Préfontaine has advised and assisted the Society in a process that led to the buyout of Key Publishers' 50% interest in CGE, a transaction that is scheduled to close July 15.

Canadian Geographic Enterprises was formed in 1994 to bring publishing expertise to *Canadian Geographic* which, since 1930, had been solely published by the Society, and to launch new initiatives, such as the *Canadian Atlas Online*, that further support the Society's mission of making Canada better known to Canadians and the world.

"During our twelve-year partnership, the Society greatly benefited from the contribution made by Key Publishers and from the entrepreneurial spirit of Michael de Pencier, Key's Chairman," said Gisèle Jacob, president of RCGS. "We are immensely grateful to Key Publishers and to Michael," added Jacob.

Préfontaine will take over from John Thomson, who has been CEO and Publisher since 1999. "I want to thank John for the role he played in making *Canadian Geographic* one of the best read magazines in Canada and for pursuing his vision of an online *Canadian Atlas*," said Jacob. Thomson is leaving to join the Key Publishers group of companies where he will pursue the development of geographical discovery centres and related technologies and act as Vice Chair of the *Green Living* group.

"The Society is very pleased that André, a recognized leader in the Canadian publishing industry with whom we have been working for several months now, will take over the management of Canadian Geographic Enterprises," said Jacob. "This is a very exciting moment in our history and I am confident that *Canadian Geographic* will continue to build on its many strengths."

About Canadian Geographic

Canadian Geographic magazine is the national leader in its category. With readership of over 4 million, it ranks the fourth best-read magazine in Canada. Its website www.canadiangeographic.ca includes an interactive bilingual *Canadian Atlas* which was launched by CGE last year. The *Canadian Atlas Online* brings maps and Canada's geography to life for people around the world with 6 million page views annually.

About the Royal Canadian Geographical Society

The Royal Canadian Geographical Society is Canada's most trusted source for geographic information and insight. With more than 220,000 members, the non-profit Society is dedicated to broadening public knowledge of geography through research and education. It publishes the award winning *Canadian Geographic* and *géographica* magazines. Other programs include a popular lecture series, grants for research and expeditions, student scholarships and the Great Canadian Geography Challenge.

For more information about Canadian Geographic Enterprises or the Royal Canadian Geographical Society, contact Louise Maffett at (613) 745-4629 or by e-mail at maffett@rcgs.org.