

WAITE, 'CANADA'S CEO WHISPERER', LAUNCHES NEW FIRM

Toronto, February 9, 2010 – After working with eight corporate CEOs, two United States Senators and as a member of the Reagan Administration, communications guru Robert Waite is finally striking out on his own.

Waite, who has headed up communications and stakeholder relations functions at firms as diverse as IBM, Ford, CIBC, CAE and, most recently, at Canada Post Corporation, today announced the formation of Waite + Co. With offices in Toronto and Ottawa, Waite + Co. will offer strategic stakeholder advice and counsel to C-Suite executives and senior government leaders.

“After 30-plus years of executive suite and boardroom experience, it seemed to make sense to bring all of that learning together and offer it to clients on a confidential, advisory basis”, said Waite. “Having worked with six new-to-the-job CEOs over the course of my career, I am particularly interested in helping newly-appointed CEOs navigate their critical first year on the job.”

In addition to his corporate work, Waite also brings extensive government and political experience to the table. He served as press secretary to Senators Bob Dole of Kansas and Edward W. Brooke of Massachusetts – the latter was the first African-American elected by popular vote to the United States Senate—and later served as Vice-president, Public Affairs and Marketing, at the Export-Import Bank of the United States during the administration of Ronald Reagan. In Canada, government relations were among Waite’s responsibilities at CAE Inc., CIBC and Canada Post.

Born in Boston, Massachusetts and educated at the University of Wisconsin-Madison, Waite came to Canada in 1986 on a two-year developmental assignment with Ford Motor Company. He was lured away from Ford in 1988 by IBM Canada to provide executive communications support to their newly-installed CEO, John M. Thompson. Waite became a Canadian citizen in 1995.

“I have known Bob Waite for more than 15 years and he has a great reputation within the communications profession”, said Dick O’Hagan, a former press secretary to Prime Ministers Lester Pearson and Pierre Elliott Trudeau, who himself has achieved notable success as a trusted advisor to corporate executives. “There are those who call him Canada’s CEO Whisperer—and I think that really reflects his thoughtful manner and his ability to remain calm and focused on big-picture strategic and reputation issues, even in the midst of turmoil.”

Moya Greene, President and CEO of Canada Post Corporation, agrees.

“I had worked with Bob at CIBC and when I was newly appointed as CEO at Canada Post, I actually told the executive recruiter to ‘go out and find someone just like Robert Waite.’ Fortunately, I was able to get the genuine article – and benefited greatly over the

past five years from his sage advice and wisdom, as well as his refreshing sense of humor.”

Waite expects to split his time between Toronto and Ottawa, where he and his family have their home, and he has opened a Toronto office to facilitate service to clients. Waite has also established a web site, www.waiteandcompany.com, where additional company information can be found, as well as access to his Weekly Waite-O-Gram blog.

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FOR FURTHER INFORMATION: Go to www.waiteandcompany.com or call Robert Waite directly at 416-703-3992 ext. 310 or 613-797-6141.