



## NEWS RELEASE

Halifax, Nova Scotia  
September 13, 2007

### Dory Advertising Goes West

St. John's-based agency Dory Advertising has opened a new office in Halifax, calling it Dory West.

The decision to expand was largely based on Dory's improved ability to serve its largest client, Sobeys, which has its head office in Stellarton, Nova Scotia. Creative Director Donna McCarthy feels that having a presence in Halifax will further strengthen the client-agency relationship. Dory Advertising won the national account for Sobeys radio and in-store messaging in May of 2007.

The expansion is a testament to the wealth of advertising opportunities in Atlantic Canada, as well as the success of Dory's St. John's operation. Dory Advertising first opened its doors in September 2004 as a strategically-focused, creatively-led agency that produces national caliber advertising at regional prices.

While Dory Advertising has no intention of growing into a large agency, they welcome the increased opportunities that the Halifax office will provide.

#### Contacts:

Donna McCarthy, Creative Director  
Laurelyn Priestley, Managing Director  
709.754.4366