

PRESS RELEASE
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For Immediate Release

Strategic Insights Inc. welcomes Marion Fraser as Senior Advisor

Toronto, ON. April 18, 2011. T. Rosemary Yeremian, President of Strategic Insights Inc., is pleased to welcome Marion Fraser, to the company. Ms. Fraser has been given a mandate to help support SI on strategic client files.

Marion brings with her a wealth of experience in the public and private sector energy fields. With over 30 years of experience, Marion understands the Ontario energy sector, its recent evolution and future challenges. She has earned a reputation as a leader in the sector with a strong record of participation on boards and committees at the national, provincial and municipal level.

Marion is considered one of the foremost practitioners of sustainable energy policy and programs in Ontario. She pioneered conservation programs at Ontario Hydro contributing to saving over 1200 MW of electricity from 1989 to 1993. When the McGuinty government was elected in 2003, Marion was hired as Senior Policy Advisor for the Ontario Minister of Energy to ensure that sustainability was a key element in energy policy. Most recently, Marion was the content coordinator for the Green Energy Act Alliance and was named one of the Top 20 Movers and Shakers in Ontario's Green Power Sector

"We are extremely pleased to have Marion on our team," said Strategic Insights Inc. President, T. Rosemary Yeremian, "Her insights and experience in the energy sector will add greater depth to our growing senior team, which also includes Rita S. Karakas."

Strategic Insights Inc. advises the top management of leading organizations on issues of strategy, business development and implementation in the energy, infrastructure, telecom and mass transit sectors.

For more information, please contact:

Jenna Shaw

(416) 430-0468