



They've Always Loved Working Together

Two Edmonton companies join as one on Valentine's Day

EDMONTON, AB – Valentine's Day marks the formal union of two Edmonton companies that have been "going steady" for several years. Yardstick Software Inc. and Christie Communications Ltd. couldn't be any happier.

"No one saw this coming" a source close to both companies has disclosed. Perhaps it's because of the age difference. One is a fast-growth testing and training company founded just 8 years ago, and the other a 34 year old award-winning eLearning business.

But according to Alexis MacMillan, President of Christie Communications, it was an instantaneous attraction. "Our clients, the services we provide, our corporate cultures; we're just so compatible in so many ways."

Chris LaBossiere, Co-Founder and Co-CEO of Yardstick agrees, "We recognized this had the potential to be something special. We started looking for ways to partner with each other right from the start, and now we're ready to take the next step."

On February 14th, Yardstick will acquire the majority of Christie Communications' shares. "Both companies will continue to operate under existing company names and with existing leadership," says LaBossiere. "We're shopping for a new home together in Edmonton and looking forward to a big celebration once we've combined our office spaces."

MacMillan suggests the relationship can only grow stronger. "With this new union, we will be able

to provide an impressive array of eLearning and testing services, which can only benefit both companies' customer base. It's a win-win for everyone."

About Yardstick

Yardstick is a well-regarded, fast-growing Canadian company which provides full-solution examination and eLearning solutions, psychometric consulting services and instructional design to certification / licensure, government, corporate and academic clients. Yardstick has been featured on Alberta Venture Magazine's "Fast Growth 50 List" seven times and been listed as one of PROFIT Magazine's "Canada's Fastest-Growing Companies" for four consecutive years.

www.getyardstick.com

About Christie Communications

Christie Communications produces highly interactive eLearning programs for local and international clients. In 2013, Christie Communications was the first company to win three prestigious Canadian Awards for Training Excellence by the Canadian Society for Training and Development (CSTD). With over thirty years of experience in design, development and production, Christie Communications is known for delivering high-end and imaginative learning products.

www.christie.ab.ca

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