

## **CEDROM-SNi enhances its service offer by acquiring the Canadian operations of Élodà**

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**Montreal, Quebec, November 30, 2011** — Montreal firm CEDROM-SNi announced today the addition of a new television ad monitoring tool to its range of services. An agreement concluded a few months ago allowed the company to acquire the Canadian operations and technology assets of Élodà. Since then, CEDROM-SNi has been ensuring continuity of service to clients formerly served by Élodà. Current CEDROM-SNi clients, mostly their marketing professionals, will now be offered this new service.

*"Media monitoring of brands is one of the main preoccupations of marketing experts," said François Aird, president of CEDROM-SNi. "Companies have to monitor their brands both in traditional media and on social networks. For over 20 years, CEDROM-SNi has been offering high-performance tools to do just that. With the addition of an ad tracking tool, clients can now enjoy a full range of services that meet their needs."*

The acquisition of the technology assets developed by Élodà provides CEDROM-SNi with a bank of over 130,000 ads broadcast on a hundred different Canadian television stations. This indexed ad bank, which can be accessed online, grows daily. The service makes it possible to find ads that have been broadcasted or to receive alerts when new ads appear in the sector of one's choice. An ad campaign analysis service rounds out the offer and makes it possible to obtain the advertising strategy of one or more advertisers at a glance.

*"Over the years, Élodà has developed unique expertise based on innovative, high-performance technologies," said François Rainville, president of Élodà. "We are proud to see CEDROM-SNi take the helm and add our solution to its line of products and services."*

## **About CEDROM-SNi**

Established over 22 years ago, CEDROM-SNi is a pioneer in news information research and monitoring services. Eureka.cc in Canada and Europresse.com in France are the company's main products. Eureka.cc offers access to a data bank of over 120 million current and archived documents as well as thousands of general and specialized sources of information (publications, websites and blogs, social networks, radio and TV transcriptions). More than 100,000 new documents are fed into the database daily. In addition to the core of the Canadian press, including a number of major exclusive titles, Eureka.cc offers the richness and diversity of thousands of credible, recognized information sources from Europe, North America, Africa, the Middle East, Australia and Asia. Headquartered in Montreal, the company employs one hundred people in Canada and France.

**For more information or to request an interview, please contact:**

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