

Interbrand Brings Top Creative Talent to Toronto

Leading Toronto Designer Scott Christie joins Interbrand as Creative Director

Toronto, Canada (18 April 2013) – Interbrand, the world's leading brand consultancy, is pleased to announce the appointment of Scott Christie as Creative Director of its Toronto Office. Effective immediately, Christie will report directly to Alfred DuPuy, Managing Director of Interbrand Toronto.

Bringing over twenty years of experience, Christie has earned a reputation for design and strategic excellence across multiple industries including the Financial Services, Manufacturing, Architecture, Professional Services, Entertainment, Retail and Real Estate sectors.

A milestone of his career was founding and serving as Partner and Creative Director of Pylon Design Inc., where during his 14-year tenure, he oversaw the organization's identity design practice and led corporate brand programs for clients including Magellan Aerospace, University of Toronto's MUNK School of Global Affairs, Unilock, among many others.

A noted expert in the area of branding and design, Christie's work has garnered attention from both the Canadian and international design community, having received numerous awards and accolades from *Applied Arts*, *HOW*, *ADCC*, *The Type Director's Club*, *Coop*, *Grafik*, *New York's AIGA*, *Design Week*, *National Post*, *Creative Review*, *Design Edge Magazine* and *Profit Magazine*.

Commenting on the appointment, Alfred DuPuy, Managing Director of Interbrand Toronto, said, "We are delighted in having Scott join Interbrand. He brings an extensive amount of professional experience and I have the utmost confidence that his award-winning talent will serve to inspire colleagues and clients, as we continue to emphasize the value of creativity in building world-changing brands."

Christie's experience and expertise also extends into academia, where he served as Identity Design Teacher at Humber College in Ontario, Canada as well as holding various teaching assignments at Ontario College of Art & Design and George Brown College. Additionally, he served as President & Chair of the Advertising and Design Club of Canada and was a Board Director for RGD, the Association of Registered Graphic Designers of Ontario. He is currently Program Advisor at Sheridan College.

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About Interbrand

Founded in 1974, Interbrand is one of the world's largest branding consultancies. With nearly 40 offices in 29 countries, Interbrand's combination of rigorous strategy, analytics, and world-class design enables it to assist clients in creating and managing brand value effectively, across all touchpoints, in all market dynamics. Interbrand is widely recognized for its annual Best Global Brands report, the definitive guide to the world's most valuable brands, as well as its Best Global Green Brands report, which identifies the gap between customer perception and a brand's performance relative to sustainability. It is also known for having created brandchannel.com, a Webby-award winning resource about brand marketing and branding. For more information on Interbrand, visit interbrand.com.

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