

News Release

Northbridge Extends Relationship with Nissan Canada Will Provide Marketing Training to Infiniti Dealers

OTTAWA , ON – August 2, 2005 - The Northbridge Group Inc., a business performance company that delivers measurable improvement in sales and marketing effectiveness, announced today that it has been selected to deliver a marketing training program to Infiniti Dealers across Canada.

Today's announcement comes as an extension of the existing relationship with Nissan Canada who had retained the services of The Northbridge Group to provide specialized training in marketing disciplines, processes and tools for its dealers and key sales personnel across the country.

"Working closely with Nissan's Marketing Operations, Northbridge developed and delivered a comprehensive local marketing training program for all Nissan dealers in Canada," said Ron Brophy, Managing Partner at The Northbridge Group. "The program is designed to support Nissan Canada's national and regional marketing efforts by arming its dealers with the hands-on skills and know-how to compete aggressively at the local level. We are pleased to extend this program to the Infiniti Canada Inc. dealer network.", continued Mr. Brophy.

About The Northbridge Group

The Northbridge Group is an experienced team of sales and marketing professionals dedicated to the improvement of our clients' sales and marketing performance. The Company brings a pragmatic approach to strategy development, program definition and results-oriented execution that align sales and marketing resources for rapid, measurable results. For more information about The Northbridge Group visit www.thinknorthbridge.com.

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