



www.canon.ca



CANON CANADA SELECTS EDELMAN AS PUBLIC RELATIONS AGENCY OF RECORD

MISSISSAUGA, ON, January 16, 2012 – Following a review of public relations agencies, Canon Canada Inc. is proud to announce that it has selected Edelman Canada as its public relations agency of record, effective immediately.

Edelman Canada has offices in Toronto, Montreal, Calgary and Vancouver and is one of Canada's leading public relations companies, providing a full range of service and support across the communications spectrum from consumer and technology, health, web-based communications and graphics and design.

"We are looking forward to our new relationship with Edelman Canada," said Colleen Ryan, Senior Director of Corporate Communications and General and Environmental Affairs at Canon Canada. "We invited a number of Canada's leading agencies to participate in our review and Edelman clearly demonstrated that they understood our business, our objectives and our direction moving forward. "Throughout the review process, the team from Edelman provided a number of insights and ideas that we think will contribute to Canon's growth and reinforce our brand promise – Because It Counts – while increasing the value and the recognition of the Canon brand in Canada."

"We are thrilled to have the opportunity to work with such a prestigious brand that's well known for innovation and excellence across a wide variety of products," said Lisa Kimmel, General Manager, Edelman Toronto. "We've already hit the ground running – and we look forward to celebrating the successes of the coming months as we help Canon achieve a new level of public engagement."

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, the company employs 1,200 people at its offices nation-wide, servicing the Canadian market from coast to coast. Innovation and cutting-edge technology have been essential ingredients in Canon's success. Canon's leadership in imaging, optical and document management technology and solutions is based in large part on the thousands of patents the company has secured throughout its history. Canon Inc. has been among the top four US patent recipients since 1994.

The company's comprehensive product line includes networked multifunction devices; digital copiers (colour and black and white); printers, scanners, image filing systems and facsimile machines; calculators, digital camcorders, digital cameras and lenses; medical imaging equipment, semiconductor, broadcast and other specialized industrial products. Canon Canada is dedicated to its *Kyosei* philosophy of social and environmental responsibility.

For more information, visit www.canon.ca or join us on Facebook at www.facebook.com/CanonCanada

About Edelman

Edelman is the world's largest independent public relations firm, with offices in 60 cities and 4,000 employees worldwide, as well as affiliates in more than 30 cities. Edelman was named Advertising Age's top-ranked PR firm of the decade and one of its "2010 A-List Agencies" and "2010 Best Places to Work;" PRWeek's "2011 Large PR Agency of the Year" and "2011 Large UK Consultancy of the Year;" European Excellence Awards' "2010 Agency of the Year;" Holmes Report's "2011 Global Agency of the Year," "Agency of the Decade" and "2009 Asia Pacific Consultancy of the Year;" and among Glassdoor's top five "2011 Best Places to Work." Edelman owns specialty firms Blue (advertising), StrategyOne (research), Ruth (integrated marketing), DJE Science (medical education/publishing and science communications), and MATTER (sports, sponsorship, and entertainment). Visit <http://www.edelman.com> for more information.

For more information, please contact:

Wayne Doyle
Senior Manager, Corporate Communications
Canon Canada Inc.
905-565-4598
wdoyle @canada.canon.com

Riddhi Gandhi
Account Manager
Edelman Canada
416-849-8918
riddhi.gandhi@edelman.com