



The Delve Group, Inc.™

Delve Press Release

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For Immediate Release

BRENNA GARRATT JOINS RIDEAU RECOGNITION'S BOARD OF DIRECTORS

Seasoned chief executive officer and co-founder of The Delve Group, Brenna Garratt, brings an extensive track record of success and experience to Rideau's Board of Directors

MONTREAL AND NEW YORK CITY, November 5, 2008 – Rideau Recognition Solutions announces that Brenna Garratt has been appointed to its Board of Directors. Brenna has 16 years experience developing branding, marketing, sales and other communication solutions to help business-to-business companies express their value and differentiation to become market leaders in their industries. She brings with her the knowledge and experience in reshaping and repositioning existing brands, as well as inventing and growing new ones.

As chief executive officer and co-founder of The Delve Group, a consultancy that links the brand to the bottom line, Brenna will give Rideau great insight into developing their brand throughout all the different stages of growth. She knows how to assist in ongoing implementation and management of brand communication, to ensure consistency and effectiveness. Rideau will be leveraging Brenna's experience and knowledge to bring its marketing & communications service offerings to new levels.

Aside from growing her business, Brenna is a frequent keynote speaker, and author on the topics of business-to-business branding and marketing. Her specialized knowledge will also give Rideau further insight on how to strengthen its brand to grow sales with their existing clients and how to leverage it to attract new ones.

Brenna has led multi-disciplinary teams in a wide range of assignments, including brand strategy, internal communications, name development and sales and marketing programs. Having worked for a large scope of companies, she has the knowledge to be able to understand many different industries.

"Rideau's potential for growth is enormous and I'm excited to be able to join Rideau at such an exciting time. The experience I've gained over the years has given me a true understanding of the multiple factors involved in leveraging an organization's reputation, market positioning and value proposition, and that's what I hope to bring to Rideau and its clients," said Brenna.

Peter Hart, Rideau CEO, said of the new appointment, "It's a pleasure to welcome Brenna to the Board. I am confident her talent and experience will be an asset not only to Rideau, but particularly to our clients. This addition is part of our global vision of expanding our markets and enhancing our service offerings. Our first priority is and will always be customer service."

A past honors graduate of the Cleveland Institute of Art, Brenna has earlier success as a graphic designer. Her work has been internationally recognized and published in many well-known publications. More recently, she is a member of the International Association of Outsourcing Professionals Advocacy & Outreach Committee. She is also a member of the Dana and Christopher Reeve Leadership Board.

Brenna joins current Rideau board members Jay Whitehead, Arne Carlson, Gord Feeney, Jean Marcotte, and Peter and Stephen Hart.



About The Delve GroupSM

The Delve Group creates, implements, and manages brands that deliver measurable results for business services companies. We actively foster brands that create real market leadership, generating credibility that results in increased interest from prospective clients, employees, and business partners. Our methodology is guided by a strategic understanding of our clients. We delve deep into their businesses to assess where they've been, where they want to go, and how best to get there. Beyond facilitating new relationships, improving revenue growth opportunities, and easing the recruitment and retention of talent, our success is measured by advancing the enterprise value of our clients' businesses. Headquartered in New York City, we have clients located throughout the US and around the world. For more information, please go to www.delvegroup.com or call 1.212.255.3870, extension 13.

About Rideau

Rideau's Technology Enabled Services enhances all of the relationships that impact business performance through a comprehensive suite of rewards and recognition products. Rideau's Human Capital Management (HCM) offerings include performance awards that reinforce excellent work habits and celebrate achievement and service awards that commemorate loyalty. It's a unique, bundled approach that has caught on among many of the Fortune 500 and leading HRO providers. From RBC to Boeing and from H&R Block to Bell Canada, global businesses of all sizes use Rideau's rewards and recognition solutions to reduce turnover and engender loyalty. For more information, please go to www.Rideau.com or call 1.877.789.0449, extension 242.

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