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Survey says – 2010 Games to improve Vancouver’s reputation

Vancouver, British Columbia – Over 80% of Lower Mainland residents believe the 2010 Olympic and Paralympic Games will improve Vancouver’s reputation as a livable city, according to a survey commissioned by Reputations Corporation – a leading Canadian reputation management and communications agency.

“Such a high percentage of positive respondents is unique in any survey and shows a really high level of public support for the 2010 Games,” says Wayne Hartrick, Chief Reputations Officer at Reputations Corporation. “And this support has remained strong despite various controversies, such as rising construction costs.”

Top among reasons given in the survey for the improvement in reputation was that the 2010 Games will expose Vancouver to the world. The number of respondents giving this reason – 42.5% – was 25% higher than the next most popular response.

“Vancouver’s residents are savvy enough to realize that the biggest impact will be in how the city is portrayed to the rest of the world by the media,” says Hartrick. “It is important that, along with VANOC, all of our communities get prepared to host all visitors – business groups, the City of Vancouver, its citizens and all levels of government – and reflect the great city that Vancouver is.”

Other benefits cited in the survey were a higher level of tourism, better transportation and the construction of new sporting facilities. Of the 9% of residents who said the 2010 Games will worsen Vancouver’s reputation, the largest reason given was that the event will prove too costly in financial terms.

The research, carried out by Justason Market Intelligence, surveyed 509 Lower Mainland residents and is +/- 4.3 percentage points, 19 in 20 times.

- 30 -

About Reputations Corporation

Reputations Corporation is a full-service reputation management and communications agency, helping clients build, manage and protect their reputations. Through a combination of skills and experience in reputation