

Interbrand

Bev Tudhope to Become Chairman of Interbrand Canada

Interbrand names Alfred DuPuy Interim Managing Director

(Toronto) September 12, 2010 – Interbrand, the leading global branding agency, announced today that Bev Tudhope, a veteran branding executive who was most recently Chief Executive Officer of Interbrand Canada, has been named Chairman of Interbrand Canada, effective immediately.

Prior to becoming Chief Executive Officer of Interbrand Canada, Tudhope co-founded Tudhope Associates, which grew into one of Canada's leading branding and design consultancies before becoming part of the Interbrand network in 2000. During his tenure as CEO, Tudhope led the development and strategic direction of Interbrand Canada, and provided thought leadership, strategic planning, and creative counsel to leading corporations, including RBC Financial Group, Rogers Communications, Celestica, Delta Hotels, and UPS Canada.

"It's been a great ride building the Interbrand franchise in Canada over the past ten years and working with such a talented team to deliver outstanding branding solutions to our clients that help them create business value", Tudhope said. "I look forward to continuing to support the growth of the Toronto office going forward."

Interbrand is currently in conversations with candidates to lead the Canadian team that has contributed to the office's great success and business growth. In the meantime, Alfred DuPuy has been appointed Interim Managing Director of Interbrand Canada. DuPuy joined Interbrand in 2005 in the Dayton, Ohio office. He and his family recently relocated to Toronto, where he leads Interbrand's Valuation and Analytics practice. Prior to joining Interbrand, he was a Global Planning Manager for NCR.

About Interbrand

Founded in 1974, Interbrand is recognized for being at the forefront of the dialogue on brands as business assets. Today, Interbrand is amongst the largest brand consultancies and has grown to include 40 offices in 25 countries.

The combination of rigorous strategy and analytics with world-class design creativity help its clients to create and manage brand value in all market dynamics. It is widely respected for its annual study, The Best Global Brands, and creating a broader platform for the discussion on brands in the Webby-award winning website brandchannel.com. For more on Interbrand, visit www.interbrand.com.

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