



INFORMATION MAPPING

MAPPED OUT

Announcing the launch of Information Mapping Canada's new web site and look

Toronto, ON – January 9th, 2007 – A proven, easy-to-use writing method that significantly improves the effectiveness of written communication is getting a new look and a new home with the official launch of www.infomap.ca.

A structured writing technique, Information Mapping® allows us to organize key messages and present details in a way that is easy for anyone to understand.

Based on research in to how the human brain actually processes information, the results from those who have used Information Mapping speak for themselves:

- 75% reduction in development of standard operating procedures (SOPs)
- 70% reduction in questions to supervisors
- 55% reduction in performance errors
- 42% reduction in training costs
- 30-50% reduction in reading and writing time

(Information Mapping, Inc. The Information Mapping method - 30 Years of Research, 1999)

Lisa Thompson, Marketing Manager for Information Mapping Canada says, "The principle of Information Mapping is to allow readers to find information quickly and easily, and writers to organize their thoughts in a way that ensures the messages they want to deliver are understood. With the launch of our new web site, we are hoping that we have accomplished this for everyone interested in learning more about Information Mapping."

Here's how it works:

Unlike conventional writing, Information Mapping is reader-based not writer-based. This means that the emphasize is on how the reader uses information, rather than the writer's personal expression. Its focus is on creating documents that are intended to be read quickly for relevant information - not read from beginning to end.

And, Information Mapping is applicable to all types of communications, from email and voicemail to presentations and technical reports. It has been successfully adopted by a wide range of audiences, including: government, telecommunications, financial services, information technology, retail, NGOs, etc.

Erwin Chopee, Work Methods Manager at Hydro One says, "The work methods department at Hydro One utilizes many of the tools and principles of Information

Mapping for the purpose of communicating with clarity and focus. These principles provide a framework for Hydro One content as well as a foundation for day to day communication via email. Writing with this methodology causes you to think about communications in a structured manner. Productivity is then gained by the net effect of clearly communicating important issues to the audience with very little clarification required."

With over 40-year of proven success and history, Information Mapping is the oldest of the structured writing techniques, and it is only one to offer one-to-one training support to its clients, both online and off. Its extensive course list ranges from Writing Winning Sales Proposal to Mapping Business Communications to Writing for the Web. All of which are now available through the new web site.

To learn more about Information Mapping Canada, visit www.infomap.ca

-30-

About Information Mapping Canada

Information Mapping is a new way of thinking that improves business proficiency. Developed by Harvard professor, Robert E. Horn in the 1960s, Information Mapping is based on how the brain works and processes information. Simply put, it helps you present and receive information in a way that can be quickly and accurately digested, allowing you (the reader) to take from it what you need. Information Mapping is practiced worldwide. It has been used in Canada for over thirty years by a wide range of organizations including government, telecommunications, finance and NGOs. To learn more, visit www.infomap.ca