



Press Release

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For Immediate Release

Vancouver, British Columbia

Cogency Group and International Aviation Marketing Announce A Strategic Initiative

Today Cogency Group and International Aviation Marketing announced a strategic initiative to provide investment banking and financial advisory services to companies and investors in the helicopter business.

Cogency Group is an investment firm based in Vancouver. Founding partners were Jack Muir and Rick Wlodarczak. Cogency provides investment banking, investor relations, communications and management services. An old focus has been the oil & gas business. Over the years, the partners have been a shareholder or advisor with a number of companies including Pace, Canadian Phoenix, Grey Wolf, Novus, Drilcorp, Twin Butte and Bonavista. Cogency's partners have more than 50 years of investment banking and corporate development experience with both public and private companies. A new focus for Cogency is the helicopter business.

International Aviation Marketing (IAM) is a world leader in the sales and leasing of medium and large helicopters. The company was started by Brad Shaen, an industry veteran-ex Heli-One and Standard Aero. IAM is based in Vancouver. Mr Shaen's industry and sales and marketing expertise is unrivaled. He has personal connections with senior level executives of most of the large domestic and international operators and leasing companies.

Jack Muir briefly explained the rationale, "Cogency and IAM believe the helicopter business is entering a consolidation phase. Together we are a unique and powerful combination. We represent a serious value proposition for companies and investors trying to navigate the challenges of the current market. This was a great idea."

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