



FOR IMMEDIATE RELEASE
T.O.P. Marketing Inc.
Pointe-Claire, Quebec.

February 15, 2007

**T.O.P. MARKETING INC. ACQUIRES MATTHEW.SCOTT DATA
MARKETING SOLUTIONS INC.**

POINTE CLAIRE, QUEBEC – February 13, 2007 – T.O.P. Marketing Inc. (TOP) is pleased to announce that they have completed the acquisition of Matthew.Scott Data Marketing Solutions Inc. (MSM) of Mississauga, Ontario through its subsidiary company T.O.P Marketing Ontario effective September 30, 2006.

For over 20 years. MSM has traditionally been focused on the North American automotive aftermarket bringing the industry targeted marketing solutions to a broad range of customer objectives. Database management and services, sales planning and communication programs (internally or customer focused), warranty program management, roadside assistance and a full service call centre are just some of the services offered in support of their solution based marketing programs.

TOP, for over 18 years, has been a leader in the consumer marketing industry with offices in Montreal and Toronto. With their expertise in consumer packaging, logo merchandising, recognition awards, fulfillment and logistics, they apply those services to generate “value added” programs that drive incremental sales and further brand recognition.

Gordon Keith, President and CEO of TOP, said: “We believe that the acquisition of MSM provides significant synergistic opportunities which will benefit our clients, as well as those of MSM.”

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