

**Introducing NATA PR's latest recruit:
Marie-France Laflamme
a seasoned electronic media pro**

Montreal, March 18, 2009 — Communications professional **Marie-France Laflamme** has a broad background in electronic media. She has worked as a fashion, beauty and wellness researcher for top-rated television programs since 2003, and has written numerous fashion and beauty articles for many web sites.

A lover of culture and innovation, with a sharpened pen, Marie-France has worked with such iconic figures as Véronique Cloutier, Jean Airoldi, Josée Lavigueur and Clodine Desrochers, to name a few. Her spirit of innovation came to the fore when she helped establish Bubbles Television, a new specialty production house.

Marie-France's in-depth knowledge of electronic media will enable her to provide Nata PR's clients with informed advice on the tremendous visibility offered by this publicity niche.

"The arrival of Marie-France as a member of our team solidifies our service offer and will benefit all our clients, at a crucial time when the media is undergoing profound changes. With the many talents of Marie-France, a specialist who has worked at the heart of several production houses, we will be even better able to position our clients and to suggest attention-grabbing angles to journalists," commented Natalie Bibeau, founding president of NATA PR.

Nata PR was founded in 2000 and offers press relations services to consumer products companies specializing in home décor, fashion, beauty and lifestyle. The agency's clients include Krups, Kérastase, Mondor, Second, T-Fal, House & Home Media and Ikea.

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Source:

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