



## NEWS RELEASE

**Vancouver, BC- September 3, 2002** – The B.C. Chapter of the American Marketing Association (BCAMA) announced today that **Rogers Video** has been selected as the **"2002 BCAMA Marketer of the Year"**.

Rogers Video will be honoured and recognized for this outstanding achievement at an award ceremony, September 25, 2002 at the Westin Bayshore Hotel.

The Marketer of the Year Award Ceremony is held annually by the BCAMA and is attended by the industry's top executives across British Columbia. As part of the criteria for nomination, companies must successfully demonstrate a unique and innovative marketing strategy and have its head office based in BC.

Rogers Video Vice President, Marketing, John Munro says, "We are honoured to be a finalist never mind a winner of this prestigious award! It's extremely gratifying to be recognized not only by our customers but also by our peers in the business." "Our sole focus is to deliver a consistent brand message that reflects our dedication to exceptional customer service for the consumer. Winning this award today re-enforces that we're achieving our goal."

On September 25<sup>th</sup>, the Marketing team at Rogers Video plans to enlighten fellow colleagues by sharing its success story. The Award Night will also include a silent auction, a three-course dinner, a presentation, and an evening of networking with Vancouver's marketing elite. Ticket prices for the event are \$100 for BCAMA members, \$135 for non-members, \$1150 for corporate tables of 10, and \$50 for student members. This event typically sells out well in advance. For further information, register early at [www.bcama.com](http://www.bcama.com).

The BC Chapter of the American Marketing Association is one of the most highly regarded chapters in North America based on success in membership, programming, and financial results. The American Marketing Association is an international professional society that provides an educational and social forum for members of the marketing community. The BC Chapter won the prestigious international "Chapter of the Year" in 1995, 1996 and "Chapter Excellence" in 1997.

Rogers Video was founded in 1988. It is the largest Canadian Owned and Operated Video Specialty Retailer in the country, and the fifth largest video chain in North America. There are 270 Rogers Video Stores located in Ontario, Atlantic Canada, the 4 Western Provinces, and the Yukon. Its Head Office is located in Richmond, BC with a Distribution Centre in Calgary, and a Satellite Eastern Office in Toronto. For more information visit [www.rogersvideo.com](http://www.rogersvideo.com).

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