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FOR IMMEDIATE RELEASE

Workers' Compensation Board of NS ads recognized by United Nations

(Halifax, NS) - A print and poster campaign developed by the Workers' Compensation Board (WCB) of Nova Scotia and Extreme Group for the WCB's notworthit.ca website has been included in The United Nations Environment Program (UNEP) Creative Gallery on Sustainability Communications. The gallery promotes better communication on sustainability issues through displaying innovative, audacious, humorous and creative campaigns. Having launched in June 2006, the gallery has already been viewed by over 300,000 individuals.

"It's an incredible honour for this work to be recognized," said Shelley Rowan, Vice President of Marketing, Communications and Human Resources at WCB. "We are very proud to have our efforts included along with such great ads as those on the UNEP gallery."

Targeted at youth, the campaign's objective was to bring home the fact that workplace injuries are a reality, regardless of the type of industry someone may work in. The poster and print executions highlighted this issue and urged the market to visit notworthit.ca for more information on workplace safety.

"Being invited to include this work on the UN site is really exciting for us," said Shawn King, Vice President and Creative Director at Extreme Group. "It's another great tribute to the kind of thinking we do here."

The notworthit.ca website was Atlantic Canada's only finalist in the 2007 Cannes International Advertising Festival's Cyber Lion Award and won the 2007 Web Design Award from Applied Arts Magazine.

Last month the notworthit.ca website was recognized by the International Association of Business Communicators with a Silver Leaf Award, having taken the Award of Excellence in the Electronic and Digital Communication skill category.

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In August the interactive website received another international award from the American Association of State Compensation Insurance Funds (AASCIF). The site won first place in the website category at AASCIF's annual Communications Awards which honours the most creative and effective communications programs from compensation boards and insurance funds from across North America.

To view the UNEP Creative Gallery on Sustainable Communications visit <http://www.unep.fr/sustain/advertising/ads.htm>.

About Workers' Compensation Board of Nova Scotia

The Workers' Compensation Board of Nova Scotia (WCB) is committed to keeping Nova Scotians safe and secure from workplace injury. The WCB provides workplace injury insurance for more than 18,000 employers, representing about 300,000 workers across the province. The WCB sets the standard for workplace injury insurance by informing and inspiring Nova Scotians in the prevention of workplace injury. If an injury occurs, we support those whose lives it touches by championing a timely return to safe and healthy work.

About Extreme Group

Extreme Group creates great ideas that deliver great results. We have been taking the work seriously, but not ourselves, for 10 years. From our offices in Halifax, Nova Scotia, our insight-based approach has resulted in record setting and award winning campaigns for clients like Aliant, Atlantic Lottery Corporation, Moosehead Breweries Ltd., Nova Scotia Health Promotion and Protection, Sherway Gardens, Agincourt Audi and the Workers' Compensation Board of Nova Scotia.

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