



September 25th, 2015

Dear members:

We are pleased and excited to announce that OCTO Purchasing Group has entered into a strategic alliance with IMARK Canada, a member owned, member governed marketing group servicing the Canadian electrical and lighting distribution market.



Under the terms of the alliance, OCTO's management team, Groupe 4-CB, led by Claude Beaulac, will provide a local-based presence for the IMARK Canada organization and assist in the management and growth of the IMARK Canada organization.

Both OCTO Purchasing Group and IMARK Canada continue to grow in a very challenging marketplace; OCTO, founded in 1982 has 66 members in 8 distinct segments (Plumbing, HVAC/R, Waterworks, Pumps, Fire Protection, Pipe Valve & Fitting, Industrial Safety and Hardware) and 400 suppliers. IMARK Canada, established in September, 2013 now includes 20 members and has formal relationships with 63 leading manufacturers.

According to Roy Byrne, President of OCTO Purchasing Group, "This strategic alliance offers the OCTO Purchasing Group (the largest organization of its kind in Canada) and IMARK Canada the ability to share best practices, synergies, and members the opportunity to expand to other business segments".

IMARK Group President and CEO Bob Smith said, "We are excited to join forces with OCTO as we support distributors that seek organizational transparency, high returns, and the opportunity to be part of a member owned and member governed marketing group".

For more information on OCTO Purchasing Group, please visit www.octo.ca. To learn more about IMARK Canada, please visit www.imarkcanada.com.

Sincerely,

Claude Beaulac

ANNOUNCEMENT