



**NEWS RELEASE**  
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**Incendo announces appointment of Jean-Philippe Normandeau as Chief Operating Officer**

Montreal, May 28, 2013 — Jean Bureau, President and CEO of Incendo, a Canadian leader in television production and distribution, is proud to announce and welcome Jean-Philippe Normandeau to the team as the company's Chief Operating Officer. Incendo will benefit greatly from Mr. Normandeau's vast experience in management and strategic development.

"I'm very pleased to welcome Jean-Philippe to Incendo's management team," said Mr. Bureau. "His exceptional career path, strategic acumen and leadership, coupled with his ability to execute and manage large-scale projects, will be huge assets for our company's continuous growth."

Before joining Incendo, Mr. Normandeau served as general manager, financing and tax credits, at the Société de développement des entreprises culturelles du Québec (SODEC), where he was responsible for the business bank's portfolio and administration of cultural fiscal measures. A seasoned executive, he oversaw international development activities for the Quebec television industry as well as for promoting Quebec's tax benefits to Hollywood film studios. His achievements at SODEC also include the establishment of the Fonds Capital Culture Québec (FCCQ) and revitalization of the Quebec television industry's collective presence with Espace Québec. Before leaving the government corporation, he served as President of the Association des agences provinciales de financement and co-chaired the national tax credits committee.

A graduate of HEC Montréal in international finance and management, Mr. Normandeau worked as an economic advisor specializing in tax policy and government corporations with the Quebec Finance Minister's office before joining SODEC in 2006.

**About Incendo**

Incendo is a Canadian company that specializes in the production and distribution of high-quality programming for the worldwide marketplace. It is the largest television distribution company in Canada. The company also handles theatrical distribution in Quebec for Paramount. For more information, visit [www.incendo.ca](http://www.incendo.ca).

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