

**Launch of the AQT Barometer
A Broad Survey of the Quebec ICT industry**

Montréal, January 26, 2011 – Today, the Quebec Technology Association (AQT) launched a broad survey of CEOs and executives of Information and Communications Technology (ICT) companies across Quebec. Christened “AQT Barometer”, this survey will provide a picture of business practices and key issues, while also highlighting the growth requirements of this sector which is of strategic importance to the Quebec economy. Data collection will continue through the following weeks and the results will be unveiled in May 2011.

“The ICT industry is a powerful lever for the entire economy, explained Nicole Martel, Chief Executive Officer of AQT. The AQT Barometer will enhance our understanding of the sector’s evolution, making it possible to develop strategies to effectively support the growth of some 2000 Quebec ICT companies. In addition, the study will allow the AQT to better tailor its programs and tools to the needs of its members.”

The AQT Barometer will provide a detailed profile of ICT companies operating in Quebec and identify indicators to form a basis for comparison to track the sector’s progression. These indicators will also serve to develop the AQT Index which will be used to measure the annual growth of the ICT sector based on data relating to human resources, innovation, income, and ICT exports.

The survey will be conducted by the SOM survey firm. Participants in this survey will get a customized report comparing their own business to similar ones in Quebec. This, based on over 30 variables. ICT companies willing to take part in the survey may obtain their password to the online survey by communicating with info@agt.ca.

About the Quebec Technology Association (AQT) www.agt.ca

The Quebec Technology Association has more than 450 members and affiliate members. The Association represents Quebec Information and Communications Technology companies and their management teams. The AQT supports their growth objectives. The AQT Growth Accelerator provides access to a broad range of services and networking opportunities, while also facilitating access to the best management and marketing practices.

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Source: AQT
Information: Amély Tremblay / Steven Ross
Morin Public Relations
514-289-8688, extension 226 / 236
amel@morinrp.com / steven@morinrp.com