



PRESS RELEASE

For immediate distribution

Launch of the advertising campaign 'Don't settle for an imitation, insist on Sherlock, the golden crab!'

Longueuil, May 3rd 2010 – Our enterprise is about to take a major step. **For the first time in its history, Sherlock Antitheft Marking will run a television advertising campaign that will be broadcasted in May and June 2010 on the SRC and RDI networks.** Focused on awareness and product differentiation, we are confident that it will showcase our expertise and leadership.

To view these 10 and 15 seconds ads, go to:
<http://www.sherlock.ca/en/video.html>

About Sherlock Antitheft Marking Inc. Sherlock Antitheft Marking Inc. operates in the car security business. Founded in 1983, the company is today's leader in Quebec in the fight against car theft. Since its opening, it has marked close to 600,000 vehicles, grown to over 30 employees and benefits from a distribution network with close to 500 service locations. Recommended by the Automobile Protection Association (APA), Sherlock is also involved in the community through Info-crime Montreal.

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Source:

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