



PRESS RELEASE

FOR RELEASE:
6 February 2003
London and Toronto

Lord Holme to Chair Environics International's Advisory Council

Environics International Ltd., the global public opinion and stakeholder research company, is pleased to announce the appointment of Rt. Hon. The Lord Holme of Cheltenham CBE as Chairman of its International Advisory Council.

Lord Holme, former Executive Director of Rio Tinto Plc., has distinguished himself in both the business and political worlds dealing with the issues Environics tracks through its global research. He has co-chaired both the Corporate Social Responsibility Working Group at the World Business Council for Sustainable Development (WBCSD) and the Environment and Energy Commission of the International Chamber of Commerce (ICC). Most recently, he was Vice-Chairman of Business Action for Sustainable Development (BASD), the global business coalition for the Johannesburg World Summit.

"Lord Holme's lead role at the World Summit built expectations of corporate performance on sustainable development and corporate social responsibility that leadership companies, who are our clients, are working to satisfy," said Doug Miller, President of Environics International. "His advice and valuable counsel will contribute greatly to our success in providing reliable social metrics to help global companies choose and track the impact of their initiatives, as well as to provide a method for them to demonstrate their accountability to their stakeholders."

In accepting his new appointment, Lord Holme said, "In today's world, corporate executives need to manage their company's reputation as closely as they manage their brands. To succeed, they need the deep and reliable insight that quantitative survey research can provide. Environics International is a recognized leader in this field. I've had the pleasure of working with them as both client and collaborator, and very much welcome this new formal role with them."

For more information, please contact:

Doug Miller, President
Environics International Ltd.
Toronto, Canada
Direct Tel: +1-416-920-3932
doug.miller@EnvironicsInternational.com

Environics International Ltd.
33 Bloor Street East, Suite 900
Toronto, Canada M4W 3H1
Tel: +1 416-920-9010
Fax: +1 416-920-3510

www.EnvironicsInternational.com