

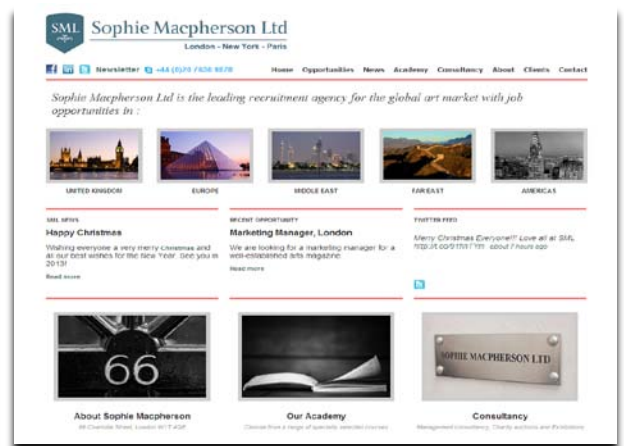
21 December 2012

FOR IMMEDIATE RELEASE

Announcing New and Improved Recruitment Services

TORONTO - Lord Cultural Resources and Sophie Macpherson Ltd. (SML) today announced an exciting strategic alliance to enhance recruitment services for the cultural sector, and improve services and response time to job seekers and potential employers around the world.

Job seekers in all levels of museum, visual and performing arts, and the heritage sector can access and register for world-wide opportunities at www.sophiemacpherson.com or www.lordculturalrecruitment.com knowing they are linked. Likewise, cultural institutions seeking candidates will have access to a global talent pool managed by two respected and knowledgeable firms with a combined cultural experience of more than 40 years.



With SML offices in London, New York and Paris and operating networks in Europe, the Middle East, Far East and Americas, and with Lord Cultural Resources offices in Toronto, New York, San Francisco, Paris, Mumbai and Beijing, our team will be available to service recruitment needs around the world and around the clock! SML and Lord Cultural Recruitment will collaborate on arts related museum recruitment and provide planning and training services to international art world clients. Our Strategic Alliance will provide the cultural sector with a wider network of opportunities, resources and connections for those looking for positions and cultural institutions looking for great employees.

Sophie Macpherson, Founder, SML, states "I am looking forward with eager anticipation to 2013 working with Lord to provide even better recruitment services to the cultural sector."

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Gail Lord, Co-President, Lord Cultural Resources, adds "The cultural sector is growing worldwide. We are thrilled to be able to serve its recruitment needs on a global basis."

Sophie Macpherson Ltd. is a dedicated recruitment agency specializing in the international art world. Established ten years ago in 2002, SML selects the best qualified candidates for specific roles, from junior entry-level positions to executive and managerial appointments. Initially set up to serve the London art market, the company has grown over the past ten years and now recruits positions across four continents. SML found the **Art Market Academy** in 2008 to train and advise those considering a career in the art world and has a co-promotion agreement with **The Art Newspaper**. The Academy runs on-day and evening courses in London throughout the year and week-long courses in Venice, as well as providing in-house training and consultancy for the major auction houses and galleries.

Lord Cultural Resources, founded in 1981, is the world's largest global professional practice dedicated to creating cultural capital worldwide having conducted over 2,000 cultural projects in over 50 countries on 6 continents. We collaborate with people and organizations to plan and manage cultural places, programs and resources that deliver excellence in the service of society. **Lord Cultural Recruitment** has fulfilled recruitment contracts for the King Abdulaziz Center for World Culture, Dhahran, Saudi Arabia; Canadian Museum for Human Rights, Winnipeg; Monnaie de Paris; Tate, London; and Tourism Development and Investment Company, Abu Dhabi, UAE.

For further information, visit Sophie Macpherson Ltd. at www.sophiemacpherson.com and Lord Cultural Recruitment at www.lordculturalrecruitment.com.