

## FOR IMMEDIATE RELEASE

### NORTERRA AND NUNASI SIGN TOOTOO AS SPOKESPERSON

**Edmonton (January 26, 2004) – The NorTerra Group and Nunasi Corporation are pleased to announce they have signed Nashville Predators Jordin Tootoo, the first Inuk to play in the NHL, to a three-year deal as a spokesperson for the two organizations.**

“NorTerra is pleased to have re-signed Jordin and to welcome Nunasi Corporation on board. Jordin is such a positive role model for all Northerners and this will support him in continuing to be a positive influence,” says Carmen Loberg, President of the NorTerra Group. “Resigning Jordin supports NorTerra’s commitment to promoting economic and social opportunities that are beneficial to the North.”

The terms of the arrangement are not being made public but the deal means that Tootoo will represent both the NorTerra Group and Nunasi Corporation throughout the year and at various functions during the off season. As an advocate for Norterra and Nunasi, Tootoo will assist the companies by being part of their communications strategy and through personal appearances and autograph signings.

Nunasi President and CEO Fred Hunt says Nunasi jumped at the chance of supporting Tootoo and getting him on the Nunasi team. “Jordin is a wonderful example that dreams do come true if you believe in yourself and work hard,” he adds. “The Nunasi Corporation believes in supporting dreams and we were, and are, a critical part of the Nunavut dream. Our team has been working for more than 25 years to secure the economic future of Nunavut, an important part of the territory’s future.”

Tootoo says he values the partnership he has with NorTerra and looks forward to expanding a relationship with Nunasi. “Both NorTerra and Nunasi are committed to promoting opportunities for youth across the North and I’m pleased to be a partner in helping to make others aware of their efforts,” he says. “As a beneficiary, I think it’s important that we seize every opportunity to enhance the work of our two organizations.”

Both Hunt and Loberg and many other Northerners were in Edmonton Saturday to watch Tootoo and the Predators take on the Edmonton Oilers. Following Friday’s signing a special reception was held where many Northerners, including numerous youngsters from the Northwest Territories and Nunavut who were flown to Edmonton by Canadian North for the game, got a chance to reconnect with Tootoo. Another group of youngsters will be flown to the game in Ottawa on March 6.

Tootoo has recorded three goals and three assists and 85 penalty minutes in 46 games with Nashville this year. The 20-year-old right winger spent most of his childhood in Rankin Inlet before heading south to pursue his dream of an NHL career.

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# NorTerra Inc.



(left to right)

Fred Hunt, Jordin Tootoo and Carmen Loberg

*NorTerra Head Office in Edmonton*

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Version of photo above with higher resolution available as well as other signing and game attendance photos available.