

CONSUMER CONFIDENCE INCHES UP AS FUEL PRICES DECLINE: SURVEY

TORONTO, August 26, 2008 – While consumers continue to hold downbeat assessments of the economy, the latest results from TNS Canadian Facts' *Consumer Confidence Index* point to a slight rise in confidence in August. The overall *Consumer Confidence Index* is at 98.3 this month after falling to a four-year low of 96.5 in July.

“While not a groundswell of optimism, it is encouraging that confidence did not continue to falter and even rose modestly,” said Richard Jenkins, vice-president of TNS Canadian Facts and director of the marketing research firm’s monthly tracking study.

The *Present Situation Index*, which captures evaluations of the overall state of the economy and the employment situation, stands at 108.3 and is up from 106.4 in July. The *Buy Index*, which gauges the degree to which people think the current period is a good time to make major purchases, also rose, and quite significantly. The index now sits at 90.0 (up from 85.6 last month). One third of Canadians (33%) currently think this is a good time to make a major purchase.

One indicator, however, declined slightly. The *Expectations Index*, which measures consumers’ estimation of the economy, household income and employment in the next six months, now stands at 93.2 (from 94.4 in July).

“A pause in the overall downward trend in consumer confidence is a welcome sign but confidence continues to be soft as we head into the important fall season for retailers,” added Jenkins.

Consumer Confidence Index tracks Canadians’ attitudes about the economy each month and is part of a global study conducted by TNS in 18 countries. Three indices are produced each month to show how confidence in the economy is changing: *Present Situation Index*; an

Expectations Index, and a *Buy Index*. The Canadian fieldwork is conducted using the firm's national bi-weekly telephone omnibus service, TNS Express Telephone. A total of 1,015 nationally representative Canadian adults were interviewed between August 11 and 14, 2008. For a survey sample this size, the margin of sampling error is plus or minus 3.1 percentage points, 19 times out of 20.

TNS Canadian Facts (www.tns-cf.com) is one of Canada's most prestigious full-service marketing, opinion and social research organizations.

About TNS

TNS is a global market information and insight group.

Its strategic goal is to be recognized as the global leader in delivering value-added information and insights that help its clients make more effective business decisions.

TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improve understanding of consumer behaviour.

TNS is the world's leading provider of customized services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management, Retail & Shopper. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

TNS is the sixth sense of business™.

<http://www.tnsglobal.com>

###

Media Contacts:

Richard W. Jenkins

Vice President, Corporate Director, Public Opinion Research

Tel: (613) 230-4408 x101

e-mail: richard.jenkins@tns-global.com

David Stark

Vice President, Public Affairs

Tel: (416) 924-5751 x238

e-mail: david.stark@tns-global.com