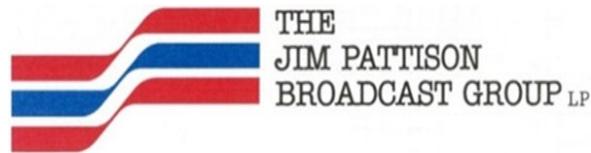


March 17, 2021



ANNOUNCEMENT

Director of Metro Sales

JIM PATTISON BROADCAST GROUP



The **Jim Pattison Broadcast Group** is pleased to announce that effective March 17, 2021, the new **Director of Metro Sales**, will be **Mike Jean**. As JPBG's, Retail Sales Manager of Victoria for the past 11 years, Mike has been an integral part of developing a collaborative and productive Sales Team all the while meticulously managing client relations.

"I'm excited to recognize Mike for his outstanding leadership of our Victoria sales team", explained Rod Schween, President of the **Jim Pattison Broadcast Group**. "Under his guidance, our Victoria Division has consistently been among the sales leaders of our Metro Market operations. I have no doubt he will bring that same desire to win to his new role."

Mike initially joined Jim Pattison Broadcast Group in 2001 as an Account Executive in Victoria. A significant portion of his time with us has been spent elevating others by mentoring junior account executives and bringing his winning attitude to meet sales budgets and serve his clients. His creative problem solving, strategic accountability sales plans and continuous pursuit of knowledge to support his team, has been a trademark of Mike's leadership.

"Throughout my career, building trust and collaboration with all stakeholders have been the most important aspects of my work. I am honoured to use this philosophy to serve our fantastic team of sales professionals and clients." explained **Mike Jean, Director of Metro Sales**.

The **Jim Pattison Broadcast Group** congratulates Mike on this new opportunity and wishes him continued success with the company.

[About JPBG](#)

Headquartered in Kamloops, B.C., **The Jim Pattison Broadcast Group**, is the country's largest, private, western-based media company. Spanning British Columbia, Alberta, Saskatchewan and Manitoba, their operations currently encompass 48 FM and 3 AM radio stations, 3 television stations and 17 online news portals in 29 different markets. The **Jim Pattison Broadcast Group** is a proud division of the Jim Pattison Group, a diversified group of operating businesses, based in Vancouver, which has grown to become the second largest privately held company in Canada. Please visit www.jpbg.ca or www.jimpattison.com for more information.