

Briefing Book for the Minister

XL ELECTRONICS CONSORTIUM LTD.

4825 Boulevard St-Laurent, Montréal

Thursday, April 15, 2004

Signing Ceremony

16:30 to 17:40

Media Relations

**MEDIA KIT PREPARED BY
ECONOMIC ADVANCEMENT CANADA**

The attached media kit provides:

- our media advisory to announce the signing ceremony;
- our media release on the memorandum of understanding and the signing ceremony;
- our media backgrounder on the memorandum of understanding; and
- related brochures prepared by the Industry Branch.

[insert media kit prepared by your communications branch]