



**Triple 4 Advertising**  
Finalist for the PFM Capital Inc.  
Award for Investment  
and Finalist for the Viterra  
Award for Business Leader of the Year  
and Finalist for the SaskEnergy  
Award for Aboriginal Business

Triple 4 Advertising acts as a central procurement, marketing and executable support representative with local and national manufacturers and wholesalers on behalf of approximately 520 independently owned retailers. Founded in 1992, Triple 4 has members in four provinces. The main focus of Triple 4 Advertising is to educate its retailers on the changes happening in the grocery industry.

To assist independent retailers, Triple 4 launched the Retailer Challenge. This program educates the retailers in display building, merchandise techniques, and provides retailers with point of sale material. This program reflects Harry Watson's, President of Triple 4 Advertising and a former independent grocery store operator, Win-Win-Win philosophy. It is good for the customers and the retailers, and so it is good for Triple 4 Advertising.

Triple 4 Advertising presently supplies 56 First Nations stores with advice and promotional materials. Triple 4 Advertising assigns each store a retailer counsellor who is responsible for working with the retailer, store manager and band in order to grow a profitable business model.

In 2009, Triple 4 Advertising invested \$1.3 million in infrastructure and \$110,000 into vehicles, computers and other equipment. The company move into a 11,700 square foot facility in May.

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*The 26th annual ABEX Awards  
Dinner will be hosted by the  
Saskatchewan Chamber of  
Commerce on October 24, 2009.  
Visit [www.saskchamber.com](http://www.saskchamber.com)  
or call 306-352-2671  
for more information.*

