



For Immediate Release

Nuage Marketing President, Nicole Faubert, Joins The Institute of Sound Management

Candiac, Quebec (June 2, 2010) – President of Nuage Marketing Inc., Nicole Faubert, is pleased to announce that she has become an active member of the Institute of Sound Management. The Institute of Sound Management (<http://www.sainegestion.org/en/>) is an organization dedicated to promoting and introducing the Sound Management principles based on the Ordre des administrateurs agréés de Québec's (OAAQ) Principles of Sound Management.

With recent management scandals by heads of companies dominating world news, the directors and managers of companies need to be now, more than ever, be accountable for their actions and decisions. Originating in the late 1980's, the concept of Sound Management was introduced to bring consistency and responsibility to the managerial profession.

According to The Institute of Sound Management:

- The Sound Management concept allows you to guide, clarify, and structure your management in accordance with the generally accepted values and principles. It also allows you to establish a mutual trust between the members of the management team and other stakeholders.
- Without limiting the manager's power of decision, the implementation of these principles ensures, among other things, protection of the shareholders' contribution, as well as an increased trust in the organization.
- The organization proves that it disposes of all the basic pre-requisites necessary for the economic viability.
- From another perspective, different from other managerial approaches, the Sound Management concept is auditable, measurable, and adaptable according to the organization's everyday reality.

"As consultants, it is important to our success and to that of our customers that we understand the issues facing management teams today," said Nicole Faubert, President of Nuage Marketing Inc. "The Institute of Sound Management provides a set of guidelines and structure to organizations that ensure accountability of management teams and build stronger organizations," Faubert added. "As a member, I can add value to my customer relationships by introducing them to the principles of Sound Management."

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About Nuage Marketing Inc.

Nuage Marketing Inc. (www.nuagemarketing.com), is an independent full-service marketing company specializing in high-technology. Founded in 2007, our consultants have more than 20 years of experience in marketing and engineering. Our marketing services include web site design and development, search engine optimization, technical documentation, product datasheets, press releases, on-line and print advertising, marketing research, and more. Whether acting as an outsourced marketing department or an extension of our customer's team, our core values of honesty, energy, and determination encompass all of the work that we do. Our goal is to help our customers find the best way to bring to new and innovative high-tech products to market and achieve real and lasting revenue growth.

For more information, visit the company website www.nuagemarketing.com or contact Nicole Faubert, President of Nuage Marketing Inc. at:

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