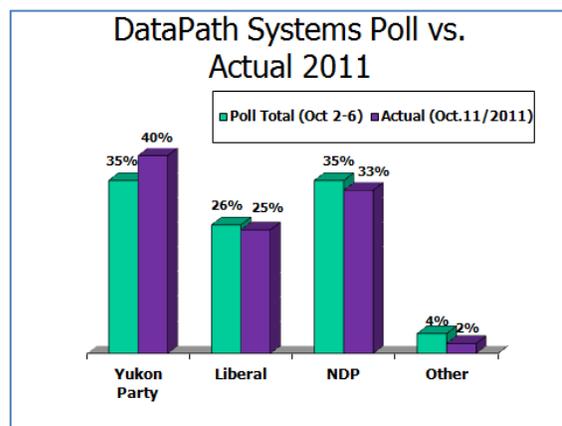


Poll accurately predicts Yukon election

The true test of a market research company comes along with an election. Trying to measure how people are going to vote is complex and tests a research company on many levels. This Yukon election was the ultimate test for DataPath Systems. This time, the challenge was in the public forum following months of criticism from supporters within the Liberal Party who tried to dismiss the DataPath poll results by accusing our company of poor polling methodology. While we could defend our practices and policies in theory and by showing how they exceeded the standards for the market research industry, the proof had to come in the results. And it did.

We think that now, beyond any reasonable doubt, with no margin left for any party to attack the business practices of our industry, DataPath has shown the Yukon, the media and nay-sayers, that solid math, solid methodological practices, experienced insight and quality survey design and implementation works. The comparison of the DataPath poll - completed 5 days prior to the election, showed that the poll was extremely accurate.

In fact, there was a less than 1 percentage point difference between the poll and the actual results for the Liberal Party. Our poll reported the Liberal Party at 26% of the popular vote, and they ended the evening at 25.3%! This level of accuracy was also true for the NDP, where the poll estimates were only 2 points off their final vote tally, and for the Other Parties, also at 2 points difference. The Yukon Party gained those 5 percentage points - much as our October 6th press release predicted they would in the final 5



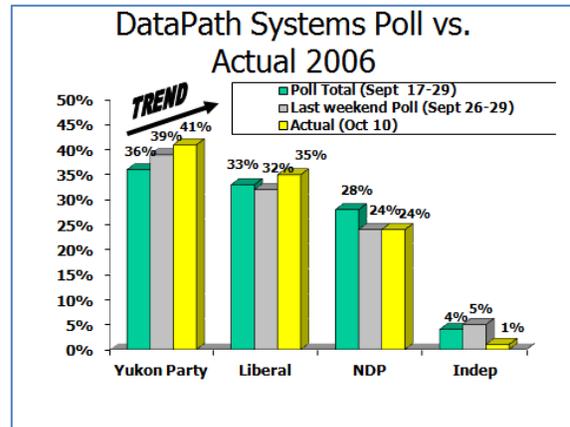
days, due their very loyal supporters, and they ended up with 40% of popular vote compared to our poll estimate of 35%. This level of polling accuracy is not only comparable but is also better than seen for national polls.

Polling is a matter of clear survey design, representative sampling, data analysis and timing. We have operated in the Yukon for over 13 years using these skills to not only analyse elections, but also to accurately report Yukoners opinions on a wide range of topics. Looking back over time to past elections shows the same consistent polling accuracy. In the DataPath poll prior to the Spring Federal election, we showed the exact same trends seen at the national level. Between our final poll (14 days prior to the election), and election day the Liberal Party dropped 11 points in most national polls, and also dropped 11 points comparing the DataPath poll to actual election results. Again, the Liberal supporters tried to use this poll to blame DataPath for the election results and to attempt to divert their loss from the national trends to a local Yukon business. Their "allegations" were wrong then too.

In the 2006 Yukon Territorial election, DataPath was there again. In our poll released the week prior to the election our estimates were within 3 percentage points for each of the Parties.

Polls and market research do a lot more than just show the percentages for the total populations. It allows the users of the research to study trends, understand strengths and weaknesses, make actionable decisions in their campaigns, their policy and their marketing to ensure that they are responding to the interests of their constituents.

It is the users of the research who are able to out-perform the rest, and who can make more informed decisions. For the rest, they seem to find time to try and criticize the poll results rather than using the results to improve their own organization.



At DataPath, we are proud of our analysis, of our reputation across Canada as a professional market research company, of our staff and of all the Yukoners who participate in our polls throughout the years. We thank the media who provides this coverage to the general population with fair reporting of our statistics and insight. We look forward to many more elections and many more years of service to the Yukon community!