

# June

## Consumer electronics war heats up

American retail electronics giant **Circuit City** has come to Canada and is threatening to shake up the market as it phases out the **RadioShack** name.

Richmond, Virginia-based **Circuit City Stores** bought Barrie, Ont.-based **InterTAN Canada** in May 2004. **RadioShack's** American parent in Fort Worth, Texas, won a March court injunction forcing **InterTAN** to stop using the **RadioShack** name before July 1. **InterTAN** operates 550 **RadioShack** stores in Canada under a licensing agreement. Another 300 stores are dealer-owned. Thirty-one of the 61 **RadioShacks** in British Columbia are in the Lower Mainland.

**InterTAN** responded May 17 by filing a lawsuit in Ontario seeking \$10 million in damages and an injunction to stop **RadioShack** from lobbying **InterTAN** to join a new Canadian-based **RadioShack** subsidiary.

**InterTAN's** vice-president of marketing **Lyndsay Walter** said even with the legal wrangling, the timing was appropriate to change the brand.

June 7-13, 2005

## TransLink contract goes Stateside

U.S. advertising company **Lamar Transit Advertising Co.'s** Canadian subsidiary has won a lucrative contract from **TransLink**, beating out three other contenders that included a division of the **Jim Pattison Group**.

The local outfit, based in

years, and **TransLink** can extend it by an additional five years. Overall, the arrangement - if carried to its 15-year limit - will be worth at least \$135 million to **TransLink**, which looks after public transportation in the **GVRD** and handles about 273 million passengers annually.

**Byron Montgomery**, **Lamar's** vice-president, said he was "absolutely thrilled" about the partnership with **TransLink** which will receive 60 per cent of the net advertising revenue after expenses or a guaranteed amount, whichever is greater.

Along with **Lamar** and **Pattison Outdoor**, other contenders included the U.S. firm **Titan Outdoor**, and **Viacom**, the international media company.

June 14-20, 2005

## Business investment set to soar

Business investment in B.C. - a key indicator of the province's economic strength - is set to surge this year and next, according to the **Credit Union Central of British Columbia**.

The uptick in real (or after-inflation) business investment, which includes investing in machinery and equipment along with non-residential construction, is a highlight of the **CUCBC's** recent economic forecast.

In 2004, business investment in B.C. totalled about \$15.2 billion in 1997 dollars, fuelled by a rise in spending on machinery and equipment.

For 2005, the **CUCBC** is forecasting a 14-per-cent rise, resulting in business investment totalling \$17.3 billion. Next year, a 12.4-per-cent increase is predicted for a total of \$19.5 billion.

If these projections are realized, they



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## True West to film Douglas Coupland story

British Columbia's **True West Films** is keeping intact its pop-culture pedigree - and its penchant for co-productions - with its second feature, based on a story from renowned local author **Douglas Coupland**.

**True West** has started shooting *Everything's Gone Green*, a co-production with Toronto's **Radke Films** and the comedy could also generate as much publicity as **True West's** first feature, thanks to the involvement of **Coupland**, whose previous novels include *Microserfs*, *Eleanor Rigby* and the era-defining *Generation X*.

It is the first time that a **Coupland** story is being produced for the screen, said **Elizabeth Yake**, **True West's** president.

The first feature from **True West**, *It's All Gone Pete Tong*, is a clubland comedy that generated a chunk of buzz with its portrayal of excess in Ibiza and an all-too-human twist. The film was a co-production with the U.K.'s **Vertigo Films**.

Recently released in Canada, *Pete Tong* has won accolades and picked up the award for best feature-length drama at the 2005 **Leo Awards**, which focus on B.C. film and television productions.

June 21-27, 2005

## Vancouver bridge over Korean waters

Vancouver executive **Brian Bentz** has cemented plans for a US\$1.4 billion project to build one of the world's longest bridges - the



The deal was nursed over five years by **Bentz**, the former president of engineering, construction and technology with **AGRA Inc.** When **AGRA** was folded into **AMEC**, he continued to lay the groundwork for a deal on financing, design, construction and management.

**Bentz**, now **AMEC's** president of project investments for North America, finally signed a general agreement on the deal shortly before midnight on Christmas Eve 2004. Last week, he was in the United Kingdom working on its fine print.

The 12.3-kilometre-long Korean bridge will link a new international airport to a new economic development zone southeast

From top to bottom: **Helmut Pastrick**, chief economist for the **Credit Union Central of British Columbia**; **True West** president **Elizabeth Yake**: the first time a **Douglas Coupland** story is being produced as a film; **Byron Montgomery** of **Lamar Canada** - whose U.S. parent company acquired **Obie Media** - is happy to cement the relationship with **TransLink**; **Circuit City Stores Inc.** chairman and CEO **Alan McCollough (l)** and **Brian Levy**, president and CEO of **InterTAN Canada Ltd.**: readying to roll out the **Circuit City** name across Canada; the 12.3 km-long Korean bridge will link an airport with a development zone