



FOR: FIRSTSERVICE CORPORATION

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**FOR IMMEDIATE RELEASE**

**FIRSTSERVICE COMPLETES MERGER OF ITS BUSINESS SERVICES UNITS  
INTO ONE NEW COMPANY: RESOLVE CORPORATION**

**TORONTO**, Ontario, Canada, May 5, 2004 FirstService Corporation (Nasdaq: FSRV; TSX: FSV), today announced the launch of Resolve Corporation. Effective immediately, the four business units within the Business Services division of FirstService, namely DDS Distribution Services Ltd., BDP Business Data Services Ltd., Watts NCH Promotional Services Ltd., and Watts Communications Inc., have been merged into one company under the new brand “Resolve”.

“Resolve is built on a deep heritage of service excellence and trust as a leading provider of business services to large organizations across North America”, said D. Scott Patterson, Executive Vice President of FirstService. “The launch of the new brand and new company is an extension of this heritage and the result of a year long study and investigation into the evolving needs of our clients. This move is an execution of our strategy to differentiate us from our competition by delivering more integrated and comprehensive solutions”, he added.

“Before we made our decision to form Resolve we listened carefully to our clients”, said Tom Aiton, the newly appointed Co-CEO of Resolve and former CEO of DDS. “By

offering our services under one brand through an integrated point of contact, we will more effectively serve our clients across North America,” he added.

Lawrence Zimmering, also newly appointed as Co-CEO of Resolve, and former CEO of BDP, stated, “We believe that the menu of services offered by Resolve, our strong reputation for customer service, and our dedication to client partnership uniquely positions us in the business services marketplace. Resolve will now employ over 4,000 people in 24 locations across North America focused on our core purpose of improving client business performance continuously”, he added.

“The integration of our business units and formation of Resolve is another example of adding value to the businesses owned by FirstService and our partners,” said Jay S. Hennick, President and Chief Executive Officer of FirstService. “We are confident that operating as Resolve, rather than as four separate brands, will not only bring greater focus to our operations, but also generate incremental value for our clients and shareholders”, he added.

## **ABOUT RESOLVE**

The business solutions offered by Resolve ([www.resolvecorporation.com](http://www.resolvecorporation.com)) will be grouped under two main headings; business process outsourcing and marketing support services. In business process outsourcing the centers of excellence include – customer acquisition and response services, new account and application processing services, contact center services, production and printing services, receivables management, and claims management. These services are applied to a variety of business solutions including: Credit Cards, Consumer, Educational and Commercial Loan Programs, Loyalty Programs and Group Health Plan Administration. In marketing support services the centers of excellence include – business-to-business fulfillment services, consumer fulfillment services, pharmaceutical sales support, educational publishing, web-based services, direct mail, and print on demand.

## **ABOUT FIRTSERVICE**

FirstService Corporation ([www.firstservice.com](http://www.firstservice.com)) is a North American leader in the rapidly growing service sector, providing services to commercial and residential customers in the following four areas: Residential Property Management; Integrated Security Services; Consumer Services; and Business Services.

## **FORWARD-LOOKING STATEMENTS**

Certain statements included in this release constitute “forward-looking statements” within the meaning of the U.S. Private Securities Litigation Reform Act of 1995 (the “Reform Act”). Such forward-looking statements involve known and unknown risks, uncertainties

and other factors which may cause the actual results, performance or achievements of the Company, or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the following: general economic and business conditions, which will, among other things, impact demand for the Company's services, service industry conditions and capacity; the ability of the Company to implement its business strategy, including the Company's ability to acquire suitable acquisition candidates on acceptable terms and successfully integrate newly acquired businesses with its existing businesses; changes in or the failure to comply with government regulations (especially safety and environmental laws and regulations); and other factors which are described in the Company's filings with the Securities and Exchange Commission.