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NURUN ENHANCES YOUR MONTREAL MUSEUMS DAY EXPERIENCE

MONTREAL, May 26, 2011 – Nurun, a global interactive marketing agency, today announced the release of a new version of the iPhone and iPod touch app, *Montreal Museums*, just in time for the annual Montreal Museums Day scheduled this Sunday, May 29, 2011.

The newly added features of the app include the ability to ‘check in’ via Facebook, allowing users to alert their friends of the current exhibition they are visiting, and the integration of Twitter so fans can tweet about their favourite works. Video content is also being created, enabling museum curators to share their creative vision and inspiration behind current exhibitions and to showcase the architectural characteristics of several museums.

The app was originally released in January 2011 and allows tourists to discover the 38 member museums of the Board of Montreal Museum Directors (BMMD), including the Musée d’art contemporain de Montréal and the Montreal Museum of Fine Arts. It has received accolades from critics and fans alike; with several thousand downloads to date.

Mobile users are invited to visit the App Store and download the *Montreal Museums* app for free.

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About Nurun

Nurun is a global network of digital experts dedicated to helping brands reconnect with consumers through digital technology and interactive media. Nurun uses a discipline in design thinking to uncover new insights, identify changing consumer behavior and invent solutions that help brands strengthen consumer relationships and fit into everyday life.

For over 10 years, Nurun’s international network of more than 1000 professionals in Asia, Europe and North America has established long-term relationships with leading brands including L’Oreal, Home Depot, Pernot-Ricard, Ferrero, the Quebec Government, SEAT, and AT&T. Nurun is a subsidiary of Quebecor Media Inc, one of Canada’s largest media companies. For more information, please visit www.nurun.com.