



AUTHORIZATION FORM

Relating to the Dividend Reinvestment and Optional Share Purchase Plan (the "Plan") of Pulse Data Inc. (the "Corporation") dated August 4, 2004 (as amended from time to time).

To be completed by the REGISTERED HOLDER of shares of the Corporation. Participants in the depository system of The Canadian Depository for Securities Limited ("CDS") should contact CDS to obtain the appropriate Authorization Form(s).

This Authorization Form must be received by Valiant Trust Company at the address or facsimile number set forth at the end of this Authorization Form **no later than 3:00 p.m. (Calgary time) two business day immediately preceding a dividend record date** in order for the cash dividend to which such record date relates to be invested in additional shares of the Corporation in accordance with the Plan.

If you are a beneficial owner of shares of the Corporation and hold your shares through your broker, investment dealer, financial institution or other nominee, and you wish to participate in the Plan, please contact your broker, investment dealer, financial institution or other nominee who holds your shares to provide instructions as to how you wish to participate in the Plan.

If you wish to participate in the Plan please complete the authorization below.

In order for this Authorization Form to be accepted, it must be executed by the registered shareholder or attorney of such person authorized in writing. If the person executing this Authorization Form is a corporation, this Authorization Form must be signed in its corporate name by an officer or attorney thereof duly authorized. Persons signing as executors, administrators, trustees, etc. should so indicate.

DIVIDEND REINVESTMENT AUTHORIZATION

Please complete this section, sign below and return this form to Valiant Trust Company at the address or facsimile number set forth at the end of this Authorization Form if you wish to reinvest your cash dividends in accordance with the Plan and have the additional shares of the Corporation issued on such reinvestment held for your account under the Plan.

I have received and read a copy of the Plan. I hereby apply to participate in the Plan and direct the Corporation to forward to Valiant Trust Company, as Plan Agent under the Plan, all cash dividends on all shares of the Corporation registered in my name now or in the future, and direct Valiant Trust Company to reinvest such cash dividends, together with all cash dividends on shares held by the Plan Agent for my account under the Plan, toward the purchase of new shares of the Corporation, all in accordance with the dividend reinvestment component of the Plan and subject to proration, any applicable withholding tax and such other limitations and restrictions as provided therein.

I hereby agree that all documents relating to the Plan and my participation therein, whenever prepared or received including, without limitation, the Plan and this Authorization Form, shall be prepared exclusively in the English language. Je consens à ce que tous les documents reliés au régime ainsi qu'à ma participation à celui-ci, peu importe le moment où ils sont reçus ou préparés, incluant, sans limitation, le texte complet du régime ainsi que ce formulaire d'autorisation, soient préparés exclusivement en langue anglaise.

I represent and warrant to the Corporation, Valiant Trust Company and the plan broker designated under the Plan that I am, and when shares of the Corporation are purchased for my account in accordance with this direction I will be, a resident of Canada and, to the extent I hold shares on behalf of a beneficial owner of shares, such beneficial owner is, and when the shares purchased for such beneficial owner's account in accordance with this direction such beneficial owner will be, a resident of Canada.

Signature of Registered Shareholder or Authorized Representative

Name of Registered Shareholder or Authorized Representative (please print)

Date

Address (including municipality of residence)

Daytime Telephone Number

Social Insurance Number

For further information, please contact:

VALIANT TRUST COMPANY

310, 606 - 4th Street S.W.
Calgary, Alberta T2P 1T1

Attention: Senior Manager
Telephone: (403) 233-2801
Facsimile: (403) 233-2857

PULSE DATA INC.

Suite 2400, 639 - 5th Ave. S.W.
Calgary, AB T2P 0M9

Attention: Manager Corporate Communications
Telephone: (403) 237-5559
Facsimile: (403) 531-0688

PRIVACY NOTICE: At Valiant Trust Company, we take privacy seriously. In the course of providing services to you in connection with employee stock/unit purchase plans, dividend/distribution reinvestment plans, direct stock/unit purchase plans and/or direct registration services, we receive non-public, personal information about you. We receive this information through transactions we perform for you, from enrolment forms and through other communications with you. We may also receive information about you by virtue of your transactions with affiliates of Valiant Trust Company or other parties. This information may include your name, social insurance number, stock/unit ownership information and other financial information. With respect both to current and former customers, Valiant Trust Company does not share non-public personal information with any non-affiliated third party except as necessary to process a transaction, service your account or as permitted by law. Our affiliates and outside service providers with whom we share information are legally bound not to disclose the information in any manner, unless permitted by law or other governmental process. We strive to restrict access to your personal information to those employees who need to know the information to provide our services to you. Valiant Trust Company maintains physical, electronic and procedural safeguards to protect your personal information. Valiant Trust Company realizes that you entrust us with confidential personal and financial information and we take that trust very seriously.