

For Immediate Release

Calgary's Leading Companies Take Action to Support their Employees

*LifeSpeak Inc. launches in Calgary with clients
Borden Ladner Gervais LLP, Ernst & Young LLP, and Suncor Energy Inc.*

Calgary, February 27, 2006 - Three of Calgary's leading employers continue to support their employees, not only in their career progression but also in their personal lives. Borden Ladner Gervais LLP, Ernst & Young LLP and Suncor Energy Inc. have signed on with *LifeSpeak Inc.*, a Canadian company helping employers address the challenges faced by their employees in integrating their work and home lives.

"We have a strong 'People First' culture, in which we recognize that our success and continued growth relies on providing a flexible and inclusive work environment where people can grow professionally and personally," says Luana Comin-Sartor, a partner in Ernst & Young's Calgary office. "We have been offering workshops in some of our other offices and they have been very well received."

Through three workplace programs, Parents At Work™, Generations At Work™, and Vitality At Work™, *LifeSpeak* works with employers across the country to provide valuable information, education and support to employees on a host of topics pertaining to their daily lives.

"Increasingly, employers are viewing their employees as 'whole people' with multiple demands on their time and energy," explains Alexis Wise, Co-Founder and Vice President of *LifeSpeak Inc.* "Employees with access to information and strategies to combat work-like conflict can ensure their own well-being and that of their families, and thus are better able to provide the dedication and focus required to thrive in the workplace. It's a win-win initiative for both employers and employees."

LifeSpeak customizes a series of in-house workshops for its clients drawn from its three complementary programs: *Parents At Work™* offers support specifically to working mothers and fathers, *Generations At Work™* assists employees in planning the care of aging family members and *Vitality At Work™* provides advice on topics related to personal growth, well-being and resilience for everyone.

"Managing and balancing the demands of home, work and family is a common challenge that organizations need to be aware of," explains Doug Mitchell, Regional Managing Partner of Borden Ladner Gervais' Calgary office. "We are committed to providing tools and programs to our people that will support their personal commitments and help them manage the stresses of everyday life."

The *LifeSpeak* team manages program design, associated communication and promotion, workshop and speaker logistics as well as all client-specific reporting in order to develop a program that best meets the needs of each client and their employees. *LifeSpeak* workshops are led by an exceptional group of experts from a wide variety of fields. The Calgary roster of speakers includes life coaches and parent educators, physicians, psychologists and therapists, fitness, organization, and safety experts, as well as authors and media personalities. All the speakers on the *LifeSpeak* roster have been carefully screened to ensure they can speak specifically to the concerns of busy employees.

Feedback from attendees of *LifeSpeak* workshops across the country indicate that 98% of respondents walk away from the workshops with at least one tip that will save them time and energy. Approximately 90% of respondents indicate that participation in the *LifeSpeak* program positively impacts the way they feel about their organization. Statistics like these reinforce the case that investing in employees makes sound business sense.

LifeSpeak Inc.

Balancing a demanding career and a vibrant personal life can be a challenging endeavour. *LifeSpeak Inc.* is dedicated to addressing this challenge by bringing information and support to busy employees to help them thrive in all that they do.

LifeSpeak offers customized workshop series that are held in the workplace. Workshops may be selected from the *Parents At Work™*, *Generations At Work™* and *Vitality At Work™* programs.

The Calgary Launch of *LifeSpeak Inc.*

A celebratory and informative public launch of *LifeSpeak Inc.* will be held at The Bow Valley Club (250 – 6th Avenue SW, suite 370) on **Tuesday, February 28, 2006** beginning at **7:15 a.m.**

Guest speakers will include:

- Nora Spinks, President, Work-Life Harmony Enterprises
 - Topic: *Work-Life Quality: Employees Want It, Managers Need It & Organizations Can't Afford to Ignore It!*
- Alexis Wise, Co-Founder and Vice-President of *LifeSpeak Inc.*
- Representatives from Borden Ladner Gervais LLP, Ernst & Young LLP, and Suncor Energy Inc.

All speakers will be available for interviews; media are welcome to attend.

Attend a *LifeSpeak* Workshop

Media are invited to attend the following *LifeSpeak* workshop:

March 1, 2006, 12:00 – 1:30 p.m., Ernst & Young LLP
Parents At Work: "Sibling Rivalry"

Please provide notice of your interest to attend and we will provide additional details.

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