

MEDIA RELEASE

For immediate delivery

ATTENTION EDITORS: Assignment, Business, Life, Career, HR, Family, Women's Issues

LifeSpeak's Aimée Israel named one of Canada's Top Women Entrepreneurs *CEO balances company leadership with parenting three young children*

TORONTO, ONTARIO – October 14, 2009 --- LifeSpeak Inc., a leading provider of work-life programs for Canadian companies, announced today that CEO Aimée Israel has been named one of *Canada's Top 100 Women Entrepreneurs* by PROFIT Magazine. The 11th Annual PROFIT W100 list profiles the country's most successful female business owners.

"The entire LifeSpeak team is a recipient of this honour," says Aimée Israel, who is married and has three children under the age of nine. "Through a unique blend of knowledge and professionalism our company has been able to help Canadian employees work, learn and thrive. I am honoured to be part of this prestigious list."

"The 2009 PROFIT W100 shatter the stereotypes about female business owners," says Ian Portsmouth, Editor of PROFIT. "Canada's Top Women Entrepreneurs lead fast-growing companies in a broad array of business sectors. They're also innovative management thinkers and inspiring team leaders whose firms are particularly well positioned for the economic recovery."

Published in the November issue of PROFIT and online at www.PROFITmagazine.ca, the PROFIT W100 is Canada's largest annual celebration of entrepreneurial achievement by women. The rankings were announced today on PROFIT Magazine's website (www.profitguide.com/w100) and are based on the size, growth rate and profitability of the W100 leaders' businesses.

About PROFIT Magazine

PROFIT: Your Guide to Business Success, is Canada's preeminent publication dedicated to the management issues and opportunities facing small and mid-sized businesses. For more than 25 years, Canadian entrepreneurs across a vast array of economic sectors have remained loyal to PROFIT because it's a timely and reliable source of actionable information that helps them increase their revenues, boost their profitability and get the recognition they deserve for generating positive economic and social change. Published six times a year by Rogers Publishing Ltd., PROFIT is distributed almost exclusively to the chief executives of companies with 5 – 250 employees and annual revenue of \$1 million to \$25 million, reaching more than 300,000 readers across Canada. Visit PROFIT online at www.PROFITmagazine.ca.

About LIFESPEAK INC.

LifeSpeak (www.lifespeak.ca) is dedicated to delivering information from over 200 of Canada's leading experts to Canadian workplaces to assist employees in better managing the demands of both their personal and professional lives. Since 2004, LifeSpeak has enjoyed success with private and public sector organizations across Canada, ranging in size and operation. LifeSpeak has two primary offerings to help employees learn the life skills they need to thrive: live workshops and e-learning tools. Our goal is to positively impact the lives of employees while ensuring a strong business case for investment by customizing programs that meet each of our client's individual needs.

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