

For Immediate Release

Leading Montreal Companies Are Investing In Their People

*LifeSpeak Inc. launches in Montreal with clients
Accenture, Borden Ladner Gervais LLP, GlaxoSmithKline Inc. and Motorola Canada Ltd.*

Montreal, April 20, 2006 - Four leading Montreal employers are demonstrating their strong commitment to their employees. Accenture, Borden Ladner Gervais LLP, GlaxoSmithKline Inc. and Motorola Canada Ltd. are investing not only in their employees' career development but also in their personal well-being by partnering with *LifeSpeak Inc.*, a Canadian company helping employers address the challenges faced by their employees in integrating their work and personal lives.

"Our business thrives when our people thrive," explains Maurice Poitras, Chief Operating Officer of Borden Ladner Gervais LLP's Montreal office. "We recognize that the legal profession is a demanding one and that balancing a busy career as well as family responsibilities can be very challenging. We want to do what we can to support our people in all that they do, both professionally and personally."

Law firm Borden Ladner Gervais LLP has partnered with *LifeSpeak Inc.* across the country and has implemented *LifeSpeak's* three workplace programs: Parents At Work™, Generations At Work™ and Vitality At Work™. These programs address the common challenges faced by employees as they manage demanding careers as well as thriving personal lives. Demands such as parental and eldercare responsibilities, personal health and well-being as well as individual learning and development topics are addressed

Quebeckers particularly focused on work-life balance

A recent study by Workopolis emphasizes the increasing attention given to work-life balance by both employers and employees across the country. The report finds that more than one-third of job seekers would leave a job for work-life balance reasons. This is an increase of 25% from just five years earlier. Quebeckers are particularly focused on the issue of balance as 34% said that work-life balance was their top concern ahead of other issues such as career advancement.

The importance of an organizational response to employees' demands for increased balance cannot be overlooked. "Providing employees with access to expert information, tools and strategies to combat work-like conflict helps to ensure their well-being," says Anna Mittag, *LifeSpeak's* Montreal Program Director. "Employees that are managing well outside of work, at home and with their families, are better able to provide the dedication and focus required to thrive in the workplace."

Studies document cost-benefit ratios of between \$3 and \$8 for every \$1 invested in health promotion programs within five years of being launched. "It's a win-win initiative for both employers and employees," explains Mittag.

"We recognize that investing in our people makes sound business sense," explains Marie-Josée Duquette, Manager Human Resources, Motorola Canada Ltd. "Offering the *LifeSpeak* workshops is a unique and valuable way for us to demonstrate our organizational commitment to supporting our people."

LifeSpeak Inc. designs customized workshop series for each of its clients in order to meet the specific needs of their employees. All workshops are led by local experts ranging from life coaches and parent educators, to physicians, psychologists and therapists. Many of the *LifeSpeak* speakers are authors, media personalities or are associated with best in class institutions. The *LifeSpeak* team manages all associated

communication and promotion, workshop and speaker logistics as well as all client-specific reporting in order to facilitate implementation.

The Parents At Work™, Generations At Work™, and Vitality At Work™ programs have been extremely well received by clients across the county. To date, 97% of participants have indicated that they walked away from the *LifeSpeak* workshops with at least one suggestion that will save them time or energy, 97% believe the quality of the speakers is excellent, and 89% responded that the *LifeSpeak* programs positively impact the way they feel about their organization.

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 Montreal Launch of *LifeSpeak Inc.*

A celebratory and informative public launch of *LifeSpeak Inc.* will be held at The University Club of Montreal (2047 Rue Mansfield) on **Thursday, April 20, 2006** beginning at **5:30 p.m.**

Guest speakers will include Aimée Israel, CEO of *LifeSpeak Inc.* as well as representatives from Borden Ladner Gervais LLP and Motorola Canada Ltd.

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:

Friday, April 21, 2006
12:00 – 1:30 p.m., Accenture
Parents At Work: “Bringing Out the Best in Our Children”

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

***LifeSpeak* Media Contact and RSVP:**

Pierre Bouchard, AGC Communications, (514) 849-7000, poste 224, pb@agccom.com or
Cathy-Anne O’Brien, BlueSky Communications (416) 929-2506, cobrien@yourbluesky.com.