

For immediate Release

LifeSpeak delivers the most acclaimed and knowledgeable health, wellness and family experts to the fingertips of Canadian employees

LifeSpeak On Demand is the first of its kind, uniquely Canadian, online resource for employees striving for work and life quality

Toronto, September 23, 2008—LifeSpeak Inc., a company bringing Canada’s acclaimed parenting, eldercare, health and well-being experts to Canadian workplaces, launches *LifeSpeak On Demand*, an online program giving employees anywhere, anytime, access to LifeSpeak workshops presented by some of Canada’s leading experts.

“Our employees have benefited from the information and common experiences shared at LifeSpeak workshops in our Toronto Head Office,” says Rajesh Uttamchandani, Senior Vice President, Human Resources at CIBC Mellon. “Now our branches across the country, as well as immediate family members of all of our employees, can share in the experience by logging onto LifeSpeak On Demand.”

Supported by their employer, employees across the country can access the virtual video library that builds on the success of the workplace workshop series that LifeSpeak has been providing for its clients since 2004. Workshops from acclaimed experts such as mental health expert Dr. David Goldbloom; Hospital for Sick Children Chief of Paediatric Medicine, Dr. Jeremy Friedman; parenting expert Alyson Schafer; or eldercare expert Caroline Tapp-McDougall, cover everything from depression and a child’s medical concerns to parenting issues or the stress of elder care.

“Our clients wanted to reach a broader spectrum of employees with the high quality, comprehensive programming that only a portion of employees were experiencing - whether they worked from home or were located outside of a major city,” says Aimée Israel, Chief Executive Officer of LifeSpeak. “LifeSpeak On Demand gives employees the option to access information at times and locations that are most convenient to them or as their specific needs arise.”

“LifeSpeak On Demand is a great idea,” says Bruce Sellery, host of workopolis tv on BNN. “There is an increasing need for this type of content, given the pressures employees are under these days, both at work and at home.”

From health, wellness and family experts, topics addressed in the initial 13 bilingual volumes (78 clips) are drawn from LifeSpeak’s three programs Vitality At Work™, Parents At Work™ and Generations At Work™. Each volume includes six high-definition quality segments that are approximately 8-10 minutes each and include titles such as *Caring, Coping and Not Collapsing, Common Childhood Medical Concerns 101 and Understanding Mental Illness*.

To preview please go to:

<http://www.lifespeak.ca/onDemand/login.aspx?ReturnUrl=%2fonDemand%2fDefault.aspx>

(user name: *guest* password: *letmein*)

Media are invited to the celebratory and informative public launch of LifeSpeak On Demand on Tuesday, October 7, 5:30 – 7:30 p.m. at the First Canadian Place Gallery, 100 King Street West, Toronto.

Speakers will include Aimée Israel, CEO of *LifeSpeak Inc.*, Dr. David Goldbloom, Vice-Chair of the Mental Health Commission of Canada as well as representatives from CIBC Mellon. All speakers will be available for interviews.

About LifeSpeak Inc.

Through the delivery of a series of premium workshops, LifeSpeak (www.lifespeak.ca) is dedicated to bringing Canada's acclaimed parenting, eldercare and health and well-being experts to Canadian workplaces to provide strategies and meaningful tools to enhance an employee's professional and personal life.

To RSVP for interviews please contact:

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