

Optimé International Announcement:

Optimé International executive elected to the Canadian Paralympic Committee Board of Directors

TORONTO, ONTARIO (November 6, 2006) – Hugues Gibeault, Executive Vice President of Optimé International has been elected to the Canadian Paralympic Committee’s Board of Directors as the Director of Marketing and Partner Relations. The Canadian Paralympic Committee (CPC) is a not-for-profit, charitable, private corporation recognized by the International Paralympic Committee (IPC) as the National Paralympic Committee of Canada. The CPC mission is to develop and grow the Paralympic movement in Canada, through Sport, Athlete Focus, Excellence, Equity and Leadership providing a vision of a strong and vibrant Paralympic Movement in Canada.

Mr. Gibeault and Optimé have been active supporters of the Paralympic Movement for the past 10 years. He has a passion for the Paralympic Movement and has actively advocated for people with a physical disability to become active and get connected through sport. Hugues brings a wealth of business development and sponsorship experience to the CPC which will be exceptionally valuable to the committee’s partnership development programs. Along with his practical business experience Hugues background in amateur sport is diverse and includes being commissioned by the International Paralympic Committee to develop the first-ever worldwide marketing program for Paralympic Games and athletes, as well as developing sponsorship and marketing programs for the Canadian Freestyle Ski Association and the Canadian Alpine Ski Team.

When asked for a comment on his election to the Board, Gibeault replied “I am sincerely thankful for the confidence CPC member organizations have placed in me, and look forward to supporting CPC COO Brian MacPherson, the CPC Staff and the Paralympic Foundation to develop new partnerships and increased resources for the Paralympic Movement”.

Hugues holds an Honors B Comm in Sports Administration (SPAD) from Laurentian University in Sudbury Ontario. As Executive Vice President of Optimé International a leading Sales Effectiveness Consultancy Hugues is responsible for Optimé business development and leading a number of Fortune 500 companies in developing “Customer General Managers™”.