



**LADYBUG DELIVERS ALCOHOL AWARENESS PROGRAM TO DALSA EMPLOYEES**  
***Know Your AQ™ Program Conveys Social Responsibility Messaging and Demonstrates Corporate Duty of Care***

**Cambridge, ON – June 19, 2007** – Ladybug Teknologies Inc., architect of an innovative alcohol awareness program called Know Your AQ™, delivered its Know Your AQ (KYAQ) Event Service to nearly 300 guests at the holiday gala for digital imaging and semiconductor giant, DALSA (TSX: DSA) Corporation.

The KYAQ Event Service allows participants to personally and privately monitor their alcohol consumption over the course of an evening by providing participants with access to cutting-edge breath test technology.

"When you consider the risk alcohol creates, implementing Know Your AQ at our corporate events – as a preventative measure – is insurance worth having," said Frank Nemeth, Director of Human Resources, DALSA Corporation.

The KYAQ Event Service enables socially responsible organizations to:

- more fully demonstrate their duty of care to employees;
- encourage health-focused consumption practices;
- and, mitigate liability associated with drinking.

"Each time an organization hosts a corporate event at which alcohol will be served, it has a legal obligation and a moral responsibility to ensure the safety of its employees." said Sherry Colbourne, Chief Executive Officer of Ladybug Teknologies. "For corporations like DALSA, Know Your AQ extends beyond risk management concerns. The care and wellness focus of the event service becomes a reflection of the company's community and culture."

"Know Your AQ is a fascinating approach to responsible drinking because it allows a corporation to put the power back into the hands of the individual," said Nemeth. "At the same time, we had great feedback because the event service is unique, fun, educational and engaging for participants."

Supported by Ontario's legal, enforcement, scientific and research communities, Ladybug Teknologies is the only company of its kind to provide public access to enforcement-quality breath screening devices and knowledge held by Ontario's scientific community. For more information, visit [www.ladybugteknologies.com](http://www.ladybugteknologies.com).

**About DALSA Corporation**

DALSA is an international leader in high performance digital imaging and semiconductors with more than 1000 employees world-wide. Established in 1980, the Company designs, develops, manufactures, and markets digital imaging products and solutions, in addition to providing semiconductor products and services. DALSA's core competencies are in specialized integrated circuit and electronics technology, software, and highly engineered semiconductor wafer processing. Products and services include image sensor components (CCD and CMOS); electronic digital cameras; vision processors; image processing software; and semiconductor wafer foundry services for use in MEMS, high-voltage semiconductors, image sensors and mixed-signal CMOS



chips. DALSA is listed on the Toronto Stock Exchange under the symbol "DSA" and has its corporate offices in Waterloo, Ontario, Canada.

**Ladybug Teknologies Inc.**

Ladybug Technologies Inc. seeks to bring about far-reaching and measurable social change by teaching, not preaching, the importance of alcohol awareness through an innovative program called Know Your AQ™. Available as either an event service or experientially-based training program, Know Your AQ exposes participants to the very personal effects of alcohol on the body and challenges perceptions of intoxication, social norms and personal limits. By combining technology, psychopharmacology and learning, Know Your AQ equips participants with information that supports courageous personal change and becomes the solution to alcohol misuse. For more information about Ladybug Technologies Inc. visit [www.ladybugteknologies.com](http://www.ladybugteknologies.com).

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