



Ladybug Teknologies Inc. Secures First Round Of Funding *Company Elects New Board Member*

Waterloo, Ontario—September 30, 2005—Ladybug Teknologies Inc., architect of an innovative new alcohol awareness program called Know Your AQTM, today announced that it has secured its first round of financing making PNK Holdings Ltd. its sole investor. The funding will support the continuing development of Ladybug’s educational programs and move the company from its current pilot phase into commercial launch. The company also announced that it has added Mike Stork to its Board of Directors.

Ladybug’s Know Your AQ Program combines technology and learning into a participant-friendly alcohol awareness program that educates people about the impact of alcohol in hopes of changing attitudes and behavior around alcohol misuse. Launched in November of 2004, Know Your AQ has, to date, only been available as an event service. This new infusion of funds, however, will enable Ladybug to continue the development of its educational programs and build out its partner network.

Ladybug’s new educational training module will utilize technology and psychopharmacology to introduce participants to the language of the body (biofeedback) in discerning low Blood Alcohol Concentration (BAC) levels and will use a variety of accepted scientific methods ie. BAC screening, handwriting comparisons, field sobriety tests, etc., to teach participants about the impacts of alcohol. As a result of the financing provided by PNK Holdings Ltd., Know Your AQ training programs will be available to the corporate, college, university, hospitality, transportation, etc. sectors commencing this Fall.

Ladybug’s event service continues to be available to corporate social hosts for golf tournaments and special events and, as such, the financing provided will enable Ladybug to build out its network of Know Your AQ friendly venues and partnering golf courses.

The election of Mike Stork, representing PNK Holdings Ltd., as a new member of its Board of Directors brings financial depth and entrepreneurial expertise to Ladybug’s social entrepreneurial focus.

“Mike Stork’s expertise in growing companies from start-up to national organizations will be an asset to Ladybug as we move our company from local pilot phase to regional commercial launch and beyond,” said Sherry Colbourne, Founder and CEO.

About PNK Holdings Ltd.

PNK is an investment arm of F.J. Stork Holdings Ltd. which provides management support as well as early-stage and intermediate-stage financing to new and growing companies.



About Ladybug Teknologies Inc.

Ladybug Teknologies Inc seeks to bring about far-reaching and measurable social change by teaching, not preaching, the importance of alcohol awareness through an innovative new 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 their body and challenges individuals' perceptions of their currently held beliefs 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.

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