



**Ladybug Teknologies Inc. Secures Additional Wave of Funding  
Company Selects Manifest Communications to Launch Social Awareness Campaign**

**Cambridge, Ontario—March 2, 2005**—Ladybug Teknologies Inc., architect of an innovative alcohol awareness program called Know Your AQ™, today announced that it has secured a second round of financing from FJ Stork Holdings in Kitchener, Ontario. The funding will enable Ladybug to finalize the development of its innovative technology solution for digitally gathering and evaluating blood alcohol data, as well as to move forward with a plan to enhance social awareness about alcohol misuse and harm reduction.

“The science and technology base for Ladybug’s Know Your AQ Program is a key influencer and I am pleased to be in a position to support Ladybug’s efforts in this area,” said Mike Stork of FJ Stork Holdings.

Ladybug’s Know Your AQ (Alcohol Quotient) program combines technology and learning into a participant-friendly alcohol awareness program. Participants of Know Your AQ will be among the first to experience Ladybug’s BAQ Tracker™, state-of-the-art technology that maps personal alcohol consumption and serves as the foundation for Ladybug’s alcohol awareness program. Through voluntary breath samples, BAQ Tracker digitally gathers and analyzes data regarding an individual’s blood alcohol concentration and provides much needed quantitative feedback about their personal reaction to alcohol.

“Experiential learning is the primary driver for our efforts in developing ways to educate the public about alcohol use and misuse,” said Sherry Colbourne, co-founder and Chief Executive Officer of Ladybug Teknologies. “The additional funding we’ve secured will enable Ladybug to finalize the development of BAQ Tracker, as well as move forward with plans to implement a strategic social marketing campaign.”

Toward this end, Ladybug has selected Manifest Communications, North America’s premier social marketing agency, to develop a targeted, strategic marketing plan, to raise the awareness of and improve society’s understanding of the personal effects of alcohol on the body, and further develop strategic relationships with not for profit organizations and key stakeholders in the area of alcohol awareness.

Know Your AQ training programs are available to members of the hospitality and transportation industries as well as colleges, universities and corporations. Ladybug also offers event services to corporate social hosts for golf tournaments and special events.

Ladybug will be exhibiting at the Canadian Special Events & Meetings Expo (CSEME) on March 22/23 at the Metro Toronto Convention Centre in Toronto, Ontario. For more information visit [www.ladybugteknologies.com](http://www.ladybugteknologies.com).

**About FJ Stork Holdings Ltd.**

F.J. Stork Holdings Ltd. provides management support as well as intermediate-stage financing to new and growing companies.

**About Manifest Communications**

Manifest Communications is North America's premier social marketing agency. Since 1981, Manifest has devoted itself exclusively to the business of social marketing; a transformational approach for harnessing the potential to position and promote ideas that bring about positive social change. The Manifest approach to social change involves an integrated process of analysis, strategy, creative and management all aimed at positively influencing the way people think, feel and act. For more information visit [www.manifestcom.com](http://www.manifestcom.com).

**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 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 Teknologies Inc. visit [www.ladybugteknologies.com](http://www.ladybugteknologies.com).

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