



Ladybug Teknologies Inc. Establishes Alcohol Awareness Advisory Board
Experts in the Legal, Medical and Scientific Research Fields Join Forces to
Promote Consumption Management

Cambridge, Ontario—April 6, 2006—Ladybug Teknologies Inc., architect of an innovative alcohol awareness program called Know Your AQ™, today announced that it has established an Advisory Board to support the Company's ongoing efforts by providing feedback and expert advice on issues relating to business development, emergent social issues, marketing strategies and program management.

Ladybug's Advisory Board comprises:

Shelley L. Timms

A member of the Law Society of Upper Canada since 1986, Shelley Timms was with Borden & Elliot for a decade, becoming partner in 1993. In 2000, Shelley founded Timshel Services Inc., a dispute resolution and consulting practice that specializes in liquor liability issues and related risk management training. A director of the Student Life Education Company and President of the Ontario Community Council on Impaired Driving (OCCID), Shelley has also served as a member of the Task Force on Alcohol and the Double Cohort. She has authored numerous articles and provided commentary on alcohol liability issues for the CBC (radio and television), City and ROB TV.

James G. Wigmore

Forensic Alcohol Toxicologist, James Wigmore, BSc, served as a member of the Alcohol Test Committee, the sole advisor to the federal Minister of Justice on breath and blood alcohol testing, from 1993 to 2005. After twenty-nine years, James retired as a Senior Scientist from the Centre of Forensic Sciences in Toronto. He is a recipient of the prestigious Derome Award^[1] and a designated analyst under section 254(1) of the Criminal Code of Canada. An accomplished expert witness, James has testified in over 600 criminal trials and has published numerous studies. James obtained his honors BSc from the University of Toronto in 1980.

Douglas J. Beirness

Douglas Beirness, Ph.D., is a Senior Research Associate with the Canadian Centre on Substance Abuse and President of Beirness and Associates, Inc. He is a member of several committees, including the U.S. Transportation Research Board Committee on Alcohol, Drugs and Transportation and the International Council on Alcohol, Drugs and Traffic Safety (ICADTS). His research on impaired driving, the development of high-risk lifestyles, and the perception of intoxication and impairment has appeared in several medical, health, and road safety journals. Douglas holds a M.A.Sc. in Addictions and received his Ph.D. in psychology, specializing in alcohol studies, from the University of Waterloo.

^[1]Named in honour of Dr. Wilfrid Derome, a pioneer of forensic science in the early 1900s, the Derome award is the Canadian Society of Forensic Science's highest honour, recognizing outstanding contributions in the field of forensic science since its inception in 1991.



“We’re thrilled to have been able to assemble such a distinguished and diverse group of experts and are confident they bring the breadth of knowledge and experience necessary to lead Ladybug to success in educating the public about consumption management,” said Sherry Colbourne, Founder and Chief Executive Officer of Ladybug Teknologies. “Through the formation of this Advisory Board we hope to bring together key stakeholders under an umbrella of collaboration and understanding.”

Ladybug recently moved the Company’s operations from Waterloo to Cambridge, Ontario to better accommodate its key stakeholders.

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.

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