

NEWS RELEASE

For Immediate Release – October 14, 2009

Interactive Company Scores Top 100 Local Business Owner Ranks Among Canada's Top Women Entrepreneurs

EDMONTON, AB – Edmonton business leader Alexis MacMillan has leveraged interactivity to propel her business to new levels. MacMillan is being honoured as one of Canada's top women entrepreneurs in PROFIT magazine's 11th annual W100 list. President of local interactive media and custom eLearning company Christie Communications, MacMillan has ranked 94th in this year's list just released online today. The magazine, PROFIT: Your Guide to Business Success, issues the feature each year to celebrate the achievements and economic contributions of female business owners. This was the first time MacMillan has applied for the list.

"The 2009 PROFIT W100 shatters the stereotypes about female business owners," says Ian Portsmouth, Editor of PROFIT. "Canada's Top Women Entrepreneurs lead fast-growing companies in a broad array of business sectors. They're also innovative management thinkers and inspiring team leaders whose firms are particularly well positioned for economic recovery."

Ranking Canada's top women entrepreneurs on a composite score based on the size, growth rate and profitability of their businesses, the PROFIT W100 profiles the country's most successful female business owners. New for 2009 is the Up and Comers list, a ranking of 10 successful up-and-coming women entrepreneurs whose companies are still in the emerging phase. Published in the November issue of PROFIT and online at www.PROFITmagazine.ca, the PROFIT W100 list is Canada's largest annual celebration of entrepreneurial achievement by women.

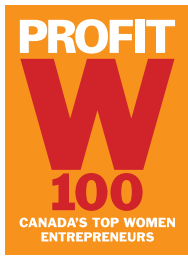
Founded in 1980, Christie Communications is not new to the business scene in Edmonton. Having been with the company for over 23 years, MacMillan has witnessed the company come to the brink of collapse. When she became President in 1997, she redefined the company's focus, expanded their customer base and overhauled their product. Since then the company has become a leading example of innovative business practice in the interactive and eLearning market niche. "Interactivity is quickly becoming one of the most sought after tools for learning, marketing and communications," says MacMillan, "and I knew then how critical it was to stay ahead of emerging industry trends if the business was to survive."

Today the company thrives due to MacMillan's progressive vision and a dedicated team. "Each and every one of our team members has put blood, sweat and tears into this company," she says, "I wouldn't be a part of the PROFIT W100 without them."

For more information about Christie Communications visit Christie.ab.ca

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About PROFIT Magazine

PROFIT: Your Guide to Business Success, is Canada's preeminent publication dedicated to the management issues and opportunities facing small and mid-sized businesses. For more than 25 years, Canadian entrepreneurs across a vast array of economic sectors have remained loyal to PROFIT because it's a timely and reliable source of actionable information that helps them increase their revenues, boost their profitability and get the recognition they deserve for generating positive economic and social change. Published six times a year by Rogers Publishing Ltd., PROFIT is distributed almost exclusively to the chief executives of companies with 5-250 employees and annual revenue of \$1 million to \$25 million, reaching more than 300,000 readers across Canada. Visit PROFIT online at www.PROFITmagazine.ca.