

NEWS RELEASE
For Immediate Release

Interactive Company Scores Top 100 – Third Time in a Row!

*Edmonton business owner ranks among Canada's Top
Female Entrepreneurs for 3rd straight year*

EDMONTON, AB, October 12, 2011—Alexis MacMillan, President of local interactive media and custom eLearning company Christie Communications, is being honoured as one of Canada's Top Female Entrepreneurs in PROFIT: Your Guide to Business Success magazine's 13th annual W100 list, which celebrates the achievements of female entrepreneurs.

MacMillan is ranked number 98 on the PROFIT W100 list. This is her third consecutive year on the list, making it in both 2009 and 2010. During her 25-year tenure with the company, MacMillan witnessed the business come to the brink of collapse. When she took over as President in 1997, she redefined the company's focus, expanded the customer base and overhauled its products. Since then, Christie Communications has become a leading example of innovative business practice in the interactive and eLearning market niche. Today, the company thrives thanks to a dedicated team, including MacMillan and her business partner, Jon Hill's progressive vision.

"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."

"The PROFIT W100 are a diverse group of entrepreneurs united by their passion, dynamism and smarts," says Ian Portsmouth, PROFIT's Editor-in-Chief. "They set a tremendous example for business leaders of all kinds, and we are proud to recognize them in our 13th annual ranking of Canada's Top Female Entrepreneurs."

Ranking Canada's Top Female 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. Published in the November issue of PROFIT and online at www.PROFITguide.com, the PROFIT W100 is Canada's largest annual celebration of entrepreneurial achievement by women.

About Christie Communications

Christie Communications is a business based in Edmonton, Alberta specializing in producing highly interactive and intensely tested custom multimedia programs for local and international clients. With over thirty years of experience in design, development and production, Christie Communications' products are known for their high-end quality and imaginative content.

Christie Communications' work covers a wide range of subject areas, from health to security to technology. The team has experience producing multilingual materials in English, French, Spanish, Mandarin, Russian and Arabic.

The company is proud to be a stakeholder in the local economy, with many Alberta-based clients. At the same time, it has worked successfully with overseas clients on large-scale projects for over a decade. International clients include UN agencies and large non-governmental organizations (NGOs).

Christie Communications created award-winning security training courseware for the International Federation of Red Cross and Red Crescent Societies (IFRC) in 2010, and is currently working with World Vision International – the largest NGO in the world on the production of two global programs.

Christie Communications was the winner of the Alberta Export Award in the Professional & Services award category in 2010.

For more information on Christie Communications, please visit www.christie.ab.ca

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 29 years, Canadian entrepreneurs and senior managers 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 achieve business success and get the recognition they deserve for generating positive economic and social change. Visit PROFIT online at www.PROFITguide.com.

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