

ModelCom launches Business Strategy Consulting Services

Montreal, August 2nd, 2010 - ModelCom, a leading consulting firm focused on business modeling and financial consulting, is proud to launch a Business Strategy Consulting service to complement the suite of services it currently offers.

With this new service, ModelCom can assist clients looking for support in developing or evaluating their strategic plan. A well-structured and sound strategic plan can be the base for effective leadership and communication within an organization, and can help deliver results. ModelCom can work with senior management to develop a clear articulation of the business strategy, ideal for ensuring alignment within an organization, or for presentation to investors. ModelCom's Business Strategy Consulting service can also provide insight on pricing optimization, market feasibility and in overall strategic decision-making.

The Business Strategy Consulting service is headed by Michael Fournier, a recent addition to the ModelCom team. Mr. Fournier's expertise lies in the area of marketing and business strategy, having spent most of his career helping businesses make the right decisions. He has acquired this expertise through various senior planning and strategy roles in the Telecom and Consumer Goods industries. He also holds a MBA from McGill University in the field of Strategic Management.

"We are excited to be able to help our clients in a new way." stated Frédéric Lavoie, President and General Manager of ModelCom. "We have identified a strong need for this type of service from our clients, and Michael's arrival allows us to offer outstanding strategic thinking along with ModelCom's business modeling savvy."

About ModelCom

ModelCom specializes in business modeling and offers both consulting and interim financial services to meet the needs of its clients. Since 1995, ModelCom has contributed to the financing, creation and expansion of companies in many different sectors such as Telecom, Information Technology, Healthcare, Biotech and Consumer Products. The ModelCom team is comprised of professionals with varied experiences in finance, strategic management and in business start-up, merger and acquisition. ModelCom's support, business plans and financial models have helped raise several billions in equity and debt financing.

For more information please visit www.modelcom.com.