

ModelCom Appoints Frédéric Lavoie as President and General Manager

Montreal, June 2nd, 2009 – ModelCom, a leading consulting firm focused on business modeling and consulting services for growing and established companies, today announced the appointment of Frédéric Lavoie, MBA, CFA, as the Company's President and General Manager. Mr. Lavoie previously served as Vice President, Business Development. Concurrently, Francis Paquet will now be responsible for expanding the sustainable development and environment practice for ModelCom.

Frédéric Lavoie joined ModelCom in 2000. During his tenure he has distinguished himself through outstanding leadership and expertise. His track records includes both Canadian and international experience in various industries including telecommunications. Mr. Lavoie holds a Master's degree in Business Administration (MBA) and is a Chartered Financial Analyst (CFA).

Luc Vincent, founding Partner of ModelCom, said « I am confident that Mr. Lavoie will spur growth for our boutique firm's activities and I wish him success in his new responsibilities. » Commenting further Mr. Vincent added "We believe that Mr. Paquet's vast experience as an executive, engineer, and a Chartered Business Valuator (CBV) will provide ModelCom with growth opportunities in this ever growing sector."

About ModelCom

Since 1995 ModelCom has helped hundreds of customers around the world, large and small firms, start-ups and venture capital firms. Through its strategic financing advice including state of the art financial modeling and business plans. ModelCom has been instrumental in the business modeling of several start-ups and mature companies in numerous industries. Our clients benefit from our experience in many types of sectors including Telecom, Information Technology, Healthcare, Biotech and Consumer Products.

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