

February 21, 2008

FOR IMMEDIATE RELEASE

MEDIA ALERT/ PHOTO OPP



My son used to have his
own hopes and aspirations.
Now he has mine.
Thanks, Obay™ !



From the makers of WhyBecauseI SaidSo.™

FOLLOWING A TWO WEEK IN-FIELD TRIAL,

OBAY

OFFICIALLY LAUNCHES TO PROMOTE

COLLEGES ONTARIO

ON FEBRUARY 25, 2008

Exclusive Media Launch Event

When: Monday, February 25, 2008 at 10 a.m.

Why: Revealing the news behind Obay and its side effects
on Ontario's Post-secondary Education

Where: Centennial College,
The Centre for Creative Communications
951 Carlaw Avenue (north of Danforth Avenue,
west of Pape Avenue)

RSVP: Laurie or Heather @ Flex PR
(416) 696-5554 or (416) 909-4328
laurie@flexpr.com or heather@flexpr.com

