

EVELINE CHARLES SELECTED FOR ELITE IVEY PROGRAM

Edmonton, AB: Eveline Charles, president and CEO of EvelineCharles Salons & Spas has been selected as a participant in Quantum Shift, a joint program with Ivey and KPMG Enterprise; this week long intensive program will start May 7 in London, Ontario at the Richard Ivey School of Business at The University of Western Ontario.

It is a fantastic opportunity to meet and learn with a group of successful Canadian entrepreneurs - I am honoured to be among them. I look forward to a week of learning all I can and taking inspiration from my classmates and surroundings.

Eveline Charles, president and CEO, Eveline Charles Salons & Spas

The Richard Ivey School of Business and KPMG Enterprise have selected this exclusive group of Canadian business owners to participate in Quantum Shift, to give them the tools to take their businesses to the next level. This program focuses on how to lead an enterprise through exponential growth; how to attract and retain the best employees; how to uncover obstacles that may be limiting growth; how to value a venture and use strategies for moving from business plan to financial proposition; and how to build a strong network of entrepreneurial peers to share best-practices.

Over 100 successful entrepreneurs have attended Quantum Shift to date, including Jacqueline Shan, President, CEO and Chief Scientific Officer of CV Technologies Inc. (COLD-fx). Shan said Quantum Shift is "an amazing program. I consider it a gift to have been among so many wonderful and talented minds. Truly an experience I will not soon forget."

About The Richard Ivey School of Business

The Richard Ivey School of Business at The University of Western Ontario (www.ivey.uwo.ca) offers full-time undergraduate (HBA) and graduate degree programs (MBA and PhD), and Executive MBA programs in addition to non-degree programs in Entrepreneurship and Executive Development. Ivey has campuses in London (Ontario), Toronto, and Hong Kong, where it was the first North American business school to establish a campus in Asia.

About KPMG LLP

KPMG LLP is the Canadian member firm of KPMG, a global network of professional firms providing Audit, Tax, and Advisory services. We operate in 144 countries and have more than 104,000 professionals working in member firms around the world. KPMG Enterprise (www.kpmg.ca/enterprise) is the private company practice of KPMG LLP.

About Eveline Charles

Eveline Charles founded EvelineCharles Salons & Spas in 1984 with a single location in Edmonton Alberta. As of 2007, Charles has grown her empire to include 8 locations in Western Canada, EvelineCharles Academy in Edmonton, Alberta and signature private label product lines for cosmetics, body care, hair care, skincare, nail care, technology and lifestyle. Charles has also won several awards and accolades including Global Salon Entrepreneur of the Year in 2004 and 2006.

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