



## SHOPAWARE COMPANY PROFILE

After leaving a career in the music industry following the merger of two major record companies, Tiffany St-Germain decided to embark on an exciting new business venture and started ShopAware.com, which would become her labour of love. “I have never had a better job in my entire career. Since I was a child I have always wanted to create my own business and this was the perfect opportunity to take that leap,” Ms. St-Germain said. Her husband Paul, who was Director of Strategic Marketing for Warner Music Canada Co. came on board in his capacity as V.P., Marketing and Sales in October, 2005. “This was an extraordinary opportunity to work together on building our dream company. I’ve never enjoyed a job more. Music is still a huge part of my life but the industry had definitely lost its spark of years past. Now I am able to sink my teeth into a new and vibrant industry.”

From ShopAware’s early stages, Ms. St-Germain had been working closely with a fellow music industry pal, Scott Perry. Mr. Perry was instantly on board with ShopAware as Creative Director. Mr. Perry said, “I love the creative freedom that I have with ShopAware.com. I was a graphic designer for Sony Music for years but am now really able to set my creativity free”. Ms. St-Germain is thrilled with the way the team came together and stated, “Mr. Perry is brilliant and has done a wonderful job with his creative team to make the business vibrant and exciting.”

Shawn Barre also lent his expertise to the web strategy and design of the site. Ms. St-Germain stated, “Mr. Barre’s extensive expertise and insight was invaluable to the development of ShopAware.com. Paul and I have been blessed with a tremendous support network of business advisors and an amazingly talented team of expert staff, and the response so far to our soft launch is proof positive.”

Ms. St-Germain concluded, “We have teamed up with David Reid, President of AMR Media and his staff to develop the ShopAware.com site and together, we are continuing to enhance the site’s offerings. David’s dedication to helping us build ShopAware.com and realize our goals has been truly amazing. He is always willing to find a way to make our ideas come alive.”

Ms. St-Germain continued, “We have also aligned ourselves with INspired creative as our Marketing Agency of Record. INspired creative’s President, Antoine Elhashem and his team have worked closely with us to establish the ShopAware.com launch strategies. Antoine brings a wealth of expertise and experience to the relationship. His vision, dedication and creativity are a perfect fit and a great asset to our company.”



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