



FOR IMMEDIATE RELEASE

A NEW COMPANY REVOLUTIONIZES THE SHOPPING EXPERIENCE

PICKERING, February 7, 2006 – Today, ShopAware.com, a federally incorporated entertainment and information-based web magazine and consumer review website announced the opening of its head office in north Pickering. The ShopAware.com website initiated a soft-launch in December (resulting in an impressive 43,000+ hits within its first month) and is now kick-starting into full gear for 2006. The official debut of ShopAware.com will be celebrated with a launch event, sponsored by Rogers Television, at the Fox & Fiddle Mansion located at Highway 2 and Liverpool Rd. in Pickering on February 21st from 5:00 to 9:00 pm. Pickering Mayor, David Ryan is confirmed to perform the ‘virtual ribbon cutting ceremony’ at the event.

President Tiffany St-Germain spoke about ShopAware.com’s significance in a time of increasingly lax customer service. “There was a time when businesses placed tremendous importance on their customers’ level of satisfaction. Sadly, those days have long since passed. In the age of big box stores, discount warehouses and factory outlets, customers have had to fend for themselves, figure it out for themselves and wait, and wait, and wait in line,” Ms. St-Germain said.

ShopAware.com is a retail and service review website. ShopAware is dedicated to restoring fun and entertainment to the shopping experience while giving the consumer an opportunity to learn about businesses that are truly dedicated to superior customer service. Ms. St-Germain said, “We want to celebrate those businesses that are treating their customers (and employees) right and encourage the others to ‘raise the bar’. We’re not a ‘gripe site’. Quite the contrary, we want to give great companies a ‘high 5’ and encourage and assist the struggling companies to become better.”

“We are making a difference in the world of customer service. ShopAware is the premier provider of shopping and customer service information in Canada. Our goal is to provide the consumer with a portal in which to review and rate businesses while building long-term relationships between consumers and those companies,” Ms. St-Germain said.

Ms. St-Germain is proud of the impact her company is making on the service and retail world. The website features a wide variety of components such as a searchable database, monthly feature articles, great prize giveaways from market-leading businesses and a gateway for consumer comments.

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Ms. St-Germain herself brings a wealth of expertise and knowledge to her growing business. As a senior business development and marketing manager for organizations such as Sony Music Canada, CBC Television, and Warner Music Canada, she was able to work closely with clients to bring added value to their marketing initiatives by creating a specific response to their customers' needs. She knows firsthand what consumers want when they spend their money.

“Consumers want excellent value and service for their hard-earned dollar. With that in mind, we are creating a one-stop shopping guide. We provide a forum for highlighting businesses with exemplary customer service practices while also giving consumers a platform to both applaud great companies and vent their grievances against the underachievers.”

ShopAware.com's Customer Recovery Program allows businesses a unique opportunity to re-enter into a dialogue with a customer who has been dissatisfied with the customer service that he or she has received. ShopAware.com staff will contact registered businesses when a negative review is posted on the site and give the business an opportunity to address the situation, thus mitigating the damages of a negative customer experience. ShopAware.com will then post a 'ShopAware Investigates' response on the review to highlight the actions taken by the business. Ms. St-Germain said, “When a customer is left unhappy, it is likely that not only will they never return to that business, they will tell others of their dissatisfaction. Until now, it has been next to impossible to repair that relationship.”

“Our goal is to bring fun and entertainment back to the shopping experience and bridge the customer service gap that has grown in recent years,” Ms. St-Germain concluded.

Check out www.shopaware.com for more information.

ShopAware.com is a division of ShopAware Inc., a privately owned and operated Canadian corporation.

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