

## MEDIA RELEASE

For Immediate Release  
March 14, 2005

**People First HR Services Ltd. is Manitoba's Fastest Growing Company**

**WINNIPEG, Manitoba** – Each year, Manitoba Business Magazine surveys Manitoba's fastest growing companies. The number one spot for this year goes to People First HR Services, a nearly five-year old Winnipeg-based company founded by Dr. John McFerran.

“Never in my wildest dreams did I think People First would be so large,” says McFerran. “Most of our competitors have three to five consultants and we have some 35 employees today and are still growing.”

People First HR Services started from zero and was initially located in McFerran's basement. He resigned from his position as Vice President of HR at The North West Company to start his own venture and began by hiring a few available top quality HR executives. Then came the Enron and WorldCom scandals that had accounting firms pulling out of HR. McFerran seized the opportunity to gather the best of the newly available HR people and added them to his growing team.

“Anyone could have done it,” says McFerran, “but I saw the potential and wanted to do it.”

Last year, People First held the number three spot for Manitoba's Fastest Growing Company. The tremendous growth comes from McFerran's ongoing ability to attract and retain top talent who fit well with the culture, and to have those people build and service their own client base, generating income and adding to the continued growth of the company.

Interestingly, Dr. John McFerran is a psychologist by training. He drew on experiences in his executive positions with past employers to help him with the business strategies needed to build his own company. As well, McFerran worked with an Advisory Board of Directors to help refine his ideas. One person on that board was Laurie Goldberg, former COO of Assante. Goldberg watched the exciting growth of People First HR Services initially from the sidelines, but recently decided to invest in the company. As a result, he is now President & CEO of People First HR Services, with McFerran as Chief Operating Officer.

“I was drawn to the opportunity because of the growth in the human resources industry and because People First itself was growing so rapidly under McFerran's leadership,” says Goldberg. “I believe my skills and experience can drive increased growth for the firm.”

People First HR Services currently has over 35 employees and its revenues are projected to grow from \$2.7 million last year to more than \$4.0 million in 2005.

*People First HR Services provides a wide range of HR consulting services to both private and public sector clients, including executive and management recruiting, outplacement services, permanent and temporary office staffing, employee services and human resource management solutions.*

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