

Montreal, June 20, 2005

Dear Friends,

Welcome to the 2005 Promies and thank you for joining us in celebrating outstanding entrepreneurial achievements within our Jewish community.

Every budding entrepreneur faces a critical defining moment, when they must toss aside the security of a steady pay cheque, place trust in an unproven business plan and their raw instincts, and accept the risks of their new venture. It is the willingness, and even the need, to take on this challenge, in spite of the long hours and enormous stress, that defines a true entrepreneur. Statistically speaking, failure is the likely outcome for most, and yet, for those we honour tonight, there was never any other choice, no other way to realize their dreams and aspirations.

There has always been a strong tradition of entrepreneurship within our community and in spite of continued political and economic uncertainties, this tradition remains alive and vibrant, as evidenced by the more than sixty nominees we have on hand tonight. All deserve credit and all should be commended for the effort and passion they bring to their businesses each and every day.

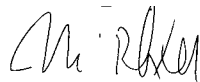
Tonight, we are also privileged to pay tribute to one of Montreal's, and indeed, one of Canada's most successful entrepreneurs and a true visionary. Mel Hoppenheim has blazed his own trail and established Montreal as "Hollywood North", and his story is an inspiration to us all.

We would like to thank all the members of the committee that helped us in making this event a success and in particular, Kim Garzon, who dedicated countless hours in helping put this night together.

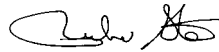
Best of Luck and continued success to all.



Mark Adessky



Morrie Baker



Richard Stein



Mitchell Wasserman

Co-chairs, 2005 Promies