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FOR IMMEDIATE RELEASE

VENTURELINK INVESTEE STRATEGIC CONNECTIONS INC ('SCI') COMPLETES ACQUISITION



TORONTO (August 7, 2008) -- Strategic Connections Inc, (SCI) a leading provider of retail process solutions for the automotive industry, today announced the acquisition of MarketQuiz Inc, a privately held company headquartered in Dallas, Texas, specializing in integrated multi-channel marketing solutions through their MarketView 360 and MailBuilder suite of products, which is principally targeted at the automotive industry.

Said Chris Cawston, President and CEO of SCI, "this acquisition is a perfect fit. The MarketView 360 and MailBuilder products will complement and significantly extend Strategic Connections' existing Torque Suite of products by adding state-of-the-art, lifecycle management capabilities to our current offerings. SCI is already the leading provider of lead distribution and management solutions to the automotive market. The combination of SCI's enterprise capabilities with the MarketView 360 capabilities will offer OEM's, dealer groups and individual dealers, the industry's most powerful integrated suite of solutions aimed at customer acquisition, retention and spend optimization. Given the current challenges facing the automotive sector in North America, the timing for this acquisition couldn't be better".

Chase Fraser and Sunny Knocke, founders of MarketQuiz, will join Strategic Connections and become an integral part of the Company's lifecycle management sales, marketing and developmental effort.

Said Chase Fraser, "we are extremely excited to be joining SCI. The addition of our integrated marketing, lifecycle management and multi-channel campaign capabilities to the Torque suite, will offer the industry truly closed loop solutions. Dealers, dealer groups and OEM's are fighting for market share and profitability in one of the toughest markets in decades. Our combined offerings will give our customers a significant advantage over their competitors.

About Strategic Connections Inc (SCI).

Strategic Connections Inc. (SCI) is the market leader in retail process solutions for the automotive retail channel, through the current offering of lead consolidation, delivery and lead management products. The Company currently supports in excess of 6000 automotive dealers in the United States and Canada. Based on a "SaaS" (Software-as-a-Service) model, SCI's

enterprise retail process management solutions significantly improve automotive retail channel effectiveness in vehicle, service and parts sales across an OEM enterprise and its network of dealers.

About MarketQuiz

MarketQuiz and their division, MarketView 360, is a North American supplier of subscription-based, integrated marketing, lifecycle management and multi-channel campaigning solutions to the automotive industry including e-mail messaging, voice broadcast, text messaging and web-based on-demand direct mail service.

About VentureLink

With over \$280 million under management, VentureLink Funds is a diverse group of labour-sponsored funds ("LSIF"). The group was a pioneer in bringing funds focused on mezzanine debt to the LSIF market, a conservative approach that provides investors benefit from the security of debt positions along with the growth potential of participating equity.

VentureLink Funds give investors access to well-diversified portfolios of established companies operating in traditional industries such as financial, manufacturing and service industries as well as dynamic industries like alternative energy.

The company maintains a strong relationship with CI Financial Inc., who performs client services and client account administration for the Funds. For more information, please visit: www.venturelinkfunds.com.

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