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To National Media*

GOING FOR GOLD IN BUSINESS: OLYMPIC TEAMMATES TEAM UP IN LAUNCHING COMPANY TO TAKE MORE ATHLETES TO THE PODIUM

Winnipeg, Manitoba (February 2, 2010) -- With the current sports buzz centered on the Winter Olympics, a group of ex-Olympians are gearing up to help more people reach their own podium.

Podium First Consulting is a new Canadian business consortium of three partners who know firsthand what it takes to achieve excellence. When it comes to developing athletes who are 'faster, higher, stronger', the focus is often put on enhanced training technologies and improved gear. But when it comes right down to it, at the very core of athletic achievement is the athlete.

Kyle Hamilton (Shawnigan Lake BC), **Brian Price** (Victoria BC) and **Jeff Powell** (Winnipeg MB) were teammates on the Canadian National Rowing Team. Collectively they've acquired 22 international gold medals – including Olympic Gold in Beijing – during their rowing careers. They've teamed up once again to put their knowledge and experience to use in preparing others to strive for their own goals.

ABOUT PODIUM FIRST CONSULTING

www.podiumfirst.ca

After toying with the idea for many years, these three previous teammates and lifelong friends recently put the pieces in place to establish Podium First Consulting. Their primary goal is to undertake program evaluations for sports groups, middle schools, high schools, university and colleges, provincial and national sporting organizations, and First Nation communities.

Their belief is that athlete-focused programs are most efficient in moving the entire organization forward – regardless of type of sport. While development of the supporting structures is a vital component of Podium First's work with its clients, those structures are all created with the athlete's long term development in mind. Whether athletes are seeking high performance culture and practices, elite competition, or amateur sport for life, the essentials of excellence remain the same.

Because the essentials of excellence inherent to sport transcend the athletic sphere and can be applied to the boardroom, Podium First has also developed a corporate program. They offer evaluations, presentations, seminars and speakers, intended to encourage more productive work teams and working environments.

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Their approach is to transfer the knowledge they have accumulated in the most demanding athletic environments, in order to help organizations explore the essentials of excellence as they relate to the goals of their particular organization – everything from goal setting and confidence building, to managing life balance, accessing the right training tools, and embracing the right attitude.

ABOUT THEIR ATHLETIC ACHIEVEMENTS

Their story is one that captivated the world during the last two summer Olympic Games. Kyle, Brian and Jeff were part of the Men's Eight that was virtually unbeatable. Together they won the 2002 and 2003 World Rowing Championships, and were considered the 'sure bet' to conquer the Olympics in 2004. But fate had other plans for this Eight, and they finished a heartbreaking 5th place in Athens.

It would take four more years of hard work and determination for the Men's Canadian National Rowing Team to get another shot at Gold. The team took new shape (Kyle and Brian still included) and focused once more on Olympic glory. This time they emerged victorious, taking home the Gold medal from the 2008 Olympic Games in Beijing, and capturing the hearts and pride of Canada.

ABOUT THE PARTNERS

Kyle Hamilton was Captain and stroke seat of the dominant Canadian Men's Eight Rowing Team. As a three-time World Champion he led the Men's Team to its first Olympic Gold Medal in 16 years at the Beijing Olympics (full bio at www.podiumfirst.ca/team/kylehamilton).

Brian Price is an Olympic gold medalist, three-time World Champion and multiple World Cup gold medalist. He was a member of the Canadian National Rowing Team from 1998-2008 and coxswain of the Sr. Men's Eight since 2001. Brian graduated from Seneca College in 1998 with a Civil Engineering Technology Honours diploma (full bio at www.podiumfirst.ca/team/brianprice)

Jeff Powell is an Olympian and two-time World Champion. He has won National Rowing Titles in both the single and the pair. In high school, Jeff led his team to the Manitoba Provincial Basketball Championship and was named most outstanding player in the Province (full bio at www.podiumfirst.ca/team/jeffpowell).

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