

For Immediate Release

Former COO of 1-800-GOT-JUNK? Joins Fairway Divorce Solutions as EVP of Corporate Development

Calgary, AB, December 3, 2007 – Fairway Divorce Solutions Ltd., a leading Calgary-based alternative divorce firm, today announced the appointment of Cameron Herold, former chief operating officer of 1-800-GOT-JUNK?, to the newly established position of Executive Vice President of Corporate Development.

As a veteran entrepreneur, Herold will lend his expertise to drive business growth and franchising opportunities for Fairway Divorce Solutions throughout Canada and the United States. Herold will focus on Fairway's long-term business strategy and will ensure Fairway maintains its position as a leading-edge alternative divorce solutions provider.

"On behalf of the executive team, I am pleased to welcome Cameron to the role of executive vice-president of corporate development," said Karen Stewart, Founder and CEO of Fairway Divorce Solutions. "Cameron brings more than 21 years of key experience in branding, business development, franchising, and strategic alliances and will be a great addition to the executive team. His proven track record will help execute Fairway's expansion initiatives and growth opportunities moving into 2008 and beyond."

Prior to Fairway, Mr. Herold was a leading force behind 1-800-GOT-JUNK?'s explosive success, growing from a start-up in Vancouver to a franchised company in virtually every major city in North America and Australia. 1-800-GOT-JUNK? has also been featured in *USA Today*, *The New York Times*, *The Wall Street Journal*, *Fortune*, and on *Oprah*, *Dr. Phil* and *Rachel Ray*.

Mr. Herold was also the Vice President of Corporate Development at Ubarter.com, a 900-person firm with a \$900 Million market cap based in Seattle. From June 1998 to May 1999, Herold served as President of Barter Business Exchange in Vancouver, and from October 1994 to March 1998, Herold was Vice President of Franchise Development for Coast-to-Coast Franchise Services (Boyd Autobody & Glass). In these positions, Herold was involved in the sale, branding and integration of over 120 franchise locations, development and deployment of e-commerce and Internet strategies, negotiation of corporate acquisitions and development of numerous strategic partnerships.

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About Fairway Divorce Solutions Ltd.

Launched in 2006, Fairway Divorce Solutions Ltd. offers a first-of-its-kind alternative to the traditional system of divorce by offering a new divorce paradigm that protects children of divorce through an accelerated, efficient and affordable process. Fairway Divorce uses a common sense step-by-step strategic approach. As well, by charging a flat fee there is no incentive to drag issues at Fairway; they sit on the same side of the table as clients. Couples meet with their Fairway Divorce advisor independently and once an issue is agreed upon, they move on to the next issue and, when all is settled, a lawyer seals the

divorce. Fairway Divorce is based in Calgary, Alberta. For more information, please visit www.fairwaydivorce.com.

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