

Due to a remarkable growth

IMPORTEL IS FINALIST IN *LES PLÉIADES* – AWARDS OF EXCELLENCE 2009

Lévis, March 31st 2009 – Importel, a Canadian distributor of video games and accessories located in the region of Lévis, is one of the 4 finalists chosen by the jury members of *Les Pléiades* – Awards of Excellence 2009 organized by the Lévis Board of Trade, in the category *Le Performant* (Small Business).

This award recognizes a 5 to 25 employee company who has experienced remarkable growth. The growth of turnover and generated funds, the financial and organizational structure of the enterprise, the creation of jobs, the expansion and the market share are the main evaluation criteria that will determine the winner that will be announced on May 22 at the *Centre des congrès et d'exposition de Lévis* during the Honor Gala.

For owners Annick and Pierre Lefebvre, the 2nd generation in family business, “it's great news to see Importel be a finalist in this category. This recognition supports our efforts in recent years and reinforces our vision for the company which is growing dramatically. We are pleased with this appointment and we also recognize that it is the result of the efforts of all our dedicated employees.”

Importel in brief

Importel is a Canadian distributor of video games and accessories that represents specialized independent retailers and franchisees. Celebrating its 20th anniversary this year, the Lévis-based company employs 20 people on a permanent basis. The company's reputation rests basically on personalized service, fast product delivery and competitive overall invoice.

www.importelinc.com

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