



**FOR IMMEDIATE RELEASE**

**Toronto-Based Executive Recruiting Firm Named National Winner of Rogers Innovations @ Work Award**

*- IQ PARTNERS Inc. to be recognized for success attracting, developing and retaining top employee talent at March 28 leadership luncheon -*

**TORONTO, ON (March 4, 2008)** – Rogers today announced that Toronto-based executive search and recruiting firm IQ PARTNERS Inc. has won one of two inaugural Rogers Innovations @ Work Awards. Launched nationwide last fall, the Rogers Innovations @ Work Award program recognizes small businesses with fewer than 20 employees whose innovative products, creative marketing initiatives or unique human resources practices contribute to their success.

“The ability to innovate - to change the market by offering something new or by improving the way companies and employees do business - is a fundamental determinant of success,” said Steven Wagner, Senior Vice-President and Chief Marketing Officer, Rogers Cable. “We are pleased to recognize Bruce Powell and his team at IQ PARTNERS with a Rogers Innovations @ Work Award for their achievement.”

As a leading recruitment firm in the consumer goods, mar/com, media, technology and financial services sectors, IQ PARTNERS distinguished itself from other applicants with a submission outlining how creating customized employee assessments, comprehensive business plans and nine-minute daily huddles enabled it to become a market leader in the attraction, development and retention of top talent. Their 500-word success story was deemed the most innovative and creative in the human resources category by a panel of judges from the PROFIT Magazine editorial team and Rogers small business segment staff.

“We were very impressed by IQ PARTNERS’ holistic approach to human resources,” said Ian Portsmouth, Editor-in-Chief, PROFIT Magazine. “While many companies focus on employee attraction, development or retention, Mr. Powell and his team have unified all three elements to great effect.”

By implementing a consistent, streamlined approach to human resources that addresses each phase of an employee’s career with the firm, IQ PARTNERS enjoys the success that results from an empowered, motivated workforce.

“As recruiters ourselves, we have a unique perspective on human resource practices in a wide range of business settings,” said Bruce Powell, Managing Partner, IQ PARTNERS Inc. “We are honoured to receive the Rogers Innovations @ Work Award in recognition of our internal efforts.”

IQ PARTNERS will join Virtual Expert Clinics of Fredericton, winner in the product and service category, at a leadership luncheon on March 28 in Toronto with senior Rogers executives, and the editors of Canadian Business and PROFIT magazines. Winners will also receive a corporate profile in PROFIT, Canada’s leading magazine for entrepreneurs.

For more information, visit [www.rogers.com](http://www.rogers.com).

### **About Rogers Cable**

Rogers Cable Communications Inc. is a wholly-owned subsidiary of Rogers Communications Inc. (TSX: RCI; NYSE: RCI), a diversified Canadian communications and media company. Rogers Cable's advanced digital two-way network passes approximately 3.6 million homes in Ontario, New Brunswick and Newfoundland, with 64% basic penetration of its homes passed. Rogers Cable pioneered high-speed Internet access and now 41% of homes passed by its cable networks are Internet customers while 64% of its basic cable customers subscribe to Rogers' high-speed Internet service. With 59% digital penetration, Rogers Cable offers a leading selection of High Definition TV programming, a complete array of Rogers On Demand services (including Video on Demand (VOD), Subscription VOD, Personal Video Recorders and Timeshifting channels), and an extensive line-up of sports and multicultural programming. Rogers Cable now offers home telephone service (voice-over-cable) to approximately 94% of its cable territory and, combined with its circuit switched telephony subscribers, has over 1 million local telephony customers. Rogers Cable is a national provider of voice communications services, data networking, and broadband Internet connectivity to small, medium and large businesses. In addition it operates over 450 Rogers Retail stores.

Additional information on Rogers is available at [www.rogers.com](http://www.rogers.com).

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### **For more information, please contact:**

Hanna Paterson  
Rogers Cable  
BB- 647-400-2039 or  
416-935-6816  
[hanna.paterson@rci.rogers.com](mailto:hanna.paterson@rci.rogers.com)

Julie Roe  
Manning Selvage & Lee (MS&L)  
416-847-1305  
[julie.roe@mslpr.ca](mailto:julie.roe@mslpr.ca)