



7-ELEVEN TO DISTRIBUTE CANADA'S MOST POPULAR PHONE CARD

Urged by consumer demand for Canada's most popular long distance telephone card, the CiCi Phone Card ("CiCi"), Gold Line and 7-Eleven are pleased to announce the re-introduction of CiCi into various 7-Eleven outlets across Canada. The launch of CiCi was introduced in 7-Eleven outlets in Ontario and will be expanded nationwide in March 2005, with CiCi being distributed and marketed for sale at about 500 7-Eleven retail outlets across Canada. The business relationship is positive for both companies as it provides 7-Eleven with a popular product demanded by their consumer and allows Gold Line to further increase its distribution channels across Canada. Both companies are excited as to the potential of this relationship and hope to aggressively advertise and market the partnership to their respective consumers. The relationship will also increase the Gold Line presence and brand in Western Canada.