

FOR IMMEDIATE RELEASE

Smarten Up Institute, Asset TV and non-profit, Ability Online, to ring the opening bell for the TMX

Toronto, ON - August 29th, 2018

Laurie M. Clark, Smarten Up Institute's President and Chief Executive Officer, says, "As the Company continues to build recognition and grow its exposure to a broader and more diverse audience, we're proud to celebrate our success in the capital markets industry today." Mrs. Clark continues, "I would also like to take this opportunity to acknowledge our formal partnership with Asset TV and Asset TV Canada in the launch of our new venture, CE-Canada™ which is a digital information platform powered by SUI® and on Asset TV's international media platform, providing video and other digital learning programs to the advisory base in Canada's financial markets.

Clark adds, "I want to thank our employees, investors and partners who have supported SUI® in our many accomplishments to date. All of us at SUI® are absolutely thrilled we are ringing the opening bell of the TMX, Wednesday August 29th, 2018."

Michelle McClure, Executive Director of the non-profit, Ability Online, says, "While SUI® takes its business seriously, they take their corporate responsibility seriously, too." McClure adds, "Ability Online, is the first online social network, created 28 years ago by a woman, Dr Arlette Lefebvre of Sick Kids Hospital, that connects youth with disabilities to each other and the world around them. We were invited to the TMX opening bell to highlight that technology, when applied for good, can impact lives in the best way."

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Welcome remarks will be made by a member of TMX Group's Senior Management Team followed by remarks by CEO Laurie Clark from Smarten Up Institute. The Smarten Up Institute will announce their

formal partnership with Asset TV. Mrs. Clark is also the Board Chair for Ability Online. Ariel and Amaya Gangoo, youth members of Ability Online will help ring the opening bell.

### **About Smarten Up Institute (SUI®)** ([www.smartenupinstitute.com](http://www.smartenupinstitute.com))

Smarten Up Institute provides financial education to wealth professionals, regulators, compliance specialists, and their entire support staff. We deliver great online, customized programs via SUI's SmartDirect® financial education system (eduTECH), and products such as "Ask an Expert", Fast Track to CCO/CFO/PDO/NEC/EMP that help with immediate registration and licensing needs, and the newly released Advisor SmartCase®. This suite affirms SUI® as the leading financial eduTECH company in Canada providing in-person instruction led by the industry's best and most respected experts. The Smarten Up Institute is proud to be an employee-owned, Canadian company.

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### **About Ability Online** [www.abilityonline.org](http://www.abilityonline.org)

Ability Online is the first social network non-profit connecting youth with disabilities to each other and the world around them and:

- Gives youth with disabilities, parents and professionals a safe, secure and positive online experience every time they log in.
- Removes social barriers and reduces the stigma associated with being different, increasing self-esteem and self-confidence.
- Promotes independence and a better quality of life via learning and skills development.
- Promotes respect, acceptance and inclusion.

The charity was founded in 1990 by Dr Arlette Lefebvre, a doctor at the Hospital for Sick Children.

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**Smarten Up Institute**



**AbilityOnline**  
*Shine On*