



## **WSI Appoints New VP, Marketing – Franchise Development**

*WSI, leading e-business solution provider for small and medium sized businesses and the world's #1 Internet Services franchise is pleased to announce the appointment of Ken Dobell to the position of Vice-President, Marketing – Franchise Development.*

Toronto, Canada, January 24, 2006 --(PR.COM)-- WSI, leading e-business solution provider for small and medium sized businesses and the world's #1 Internet Services franchise is pleased to announce the appointment of Ken Dobell to the position of Vice-President, Marketing – Franchise Development.

"With his award-winning creative background and hands-on expertise in designing and executing complex integrated marketing campaigns, Ken makes a valuable addition to our talented executive team," announced WSI President Ron McArthur. "As WSI continues its path of impressive growth and market leadership, Ken will be instrumental in strengthening our Franchisee Selection Process and strengthening our brand across key market segments around the globe."

Mr. Dobell is a highly qualified advertising communications professional with over a decade's experience in integrated employer branding and online marketing. Prior to joining WSI, he held a number of senior management roles within the global interactive function of Monster Worldwide, both in Canada and across Europe. Monster Worldwide's flagship brand, Monster.com, is among the most visited locations on the Internet, with over 50 million registered users across a global network of 25 local language and content sites.

As one of the top 10 Global Franchises in the world, according to Entrepreneur Magazine, WSI's success can be largely attributed to the exceptional caliber and professionalism of its International network of Internet Consultants. WSI's secret for identifying the best-of-the-best lies in the company's unique and proprietary Franchise Selection Process. This process has been designed to ensure that the characteristics of high performing franchisees are used in attracting and selecting new franchisees.

In 2006 WSI's strategy is to further build on its unique Franchisee Selection Process. "As a key addition to the management team, Ken will be working closely with our Internet Consultant Advisory Council (ICAC), and our Franchise Development team to further strengthen what has become one of our key competitive advantages" declared Mr. McArthur. "The caliber of our Franchisees is what sets us apart from other companies and we are looking forward to Ken helping us further enhance our industry leading processes as we continue globalizing our powerful franchise brand."

About WSI: Through its network of over 1000 offices in 87 countries, WSI delivers thousands of e-business solutions to small and medium sized businesses annually. Headquartered in Toronto, Canada, WSI provides affordable Internet related services and technologies that deliver maximum return on investment for businesses the world over.

With the support and cooperation of charitable organizations, its employees, franchise network, suppliers and customers, WSI aims to help make child poverty history through its global outreach program.

For more information about WSI's offerings and business opportunities, please visit our website at [www.wsicorporate.com/contact.asp](http://www.wsicorporate.com/contact.asp).

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