



For Immediate Release

Lassonde Specialties Inc. Announces Partnership with GCI Group
Reaffirms Company's Industry Leadership

Toronto, Ontario, December 11, 2006 – Quebec-based Lassonde Specialties Inc., a consumer packaged goods company concentrating in the development, manufacturing and marketing of specialty food products, announced today its partnership with leading Canadian public relations agency GCI Group.

“GCI Group really immersed themselves in our business. We were impressed with their depth of industry knowledge, but also the breadth of experience,” said Bernard Bélanger, Vice President, Lassonde Specialties Inc. “GCI’s passion, strategic thinking and ability to seamlessly integrate communications solutions with our business objectives made the decision to partner very easy.”

“We are thrilled with the opportunity to work with Lassonde Specialties Inc., a leader in the food and beverage industry. We look forward to leveraging the great success the company enjoys in the Quebec market and propelling that momentum nationwide,” said Marion Mackenzie, President of GCI Group Toronto.

About GCI Group

GCI Group is a global leader in the public relations industry with deep expertise in the areas of consumer, healthcare, technology and corporate communications. GCI Group services a broad client base, combining the aggressiveness and agility of a specialty boutique with the depth and breadth of a dynamic multinational agency. For more information visit www.gcicanada.com.

About Lassonde Specialties Inc.

Headquartered in Montreal, Quebec, Lassonde Specialties Inc. is a leading manufacturer of fondue products including fondue broth, sauces, and chocolate fondue. It also produces marinades, soups, brunch beans and other specialty food products. For more information visit www.lassondespecialties.com.

-30-

For further information, please contact:

Kim Roman
Director, Consumer Lifestyle Practice
GCI Group
(416) 486-7228
kroman@gcigroup.com