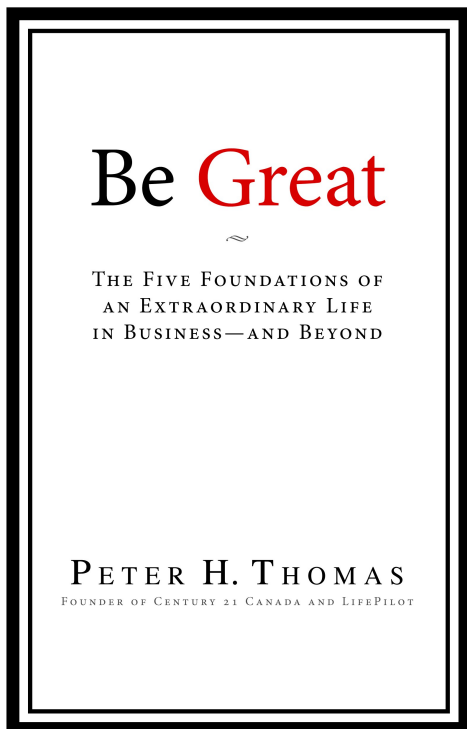


“Peter H. Thomas is a man whose accomplishments speak for him. He is a man of integrity, who one day had an epiphany that has governed his life ever since. That epiphany was coming to realize that a life worth living cannot be absent of foundational values. This applies not only in business, but in all relationships, personal and professional.”

- Mark Victor Hansen, Co-author of *Chicken Soup for the Soul*, *Cracking the Millionaire Code* and *One Minute Millionaire*

Have business leaders lost their core values?



With revenues falling, unemployment rising and pressure on increasing the bottom line ever-present, leaders are under greater pressure than ever to get results.

From Madoff and the alleged Ponzi scheme based in Calgary to massive bank bailouts followed by huge executive bonuses, business leaders have lost sight of their values in favour of the bottom line.

In the new book **Be Great: The Five Foundations of an Extraordinary Life in Business - and Beyond** (Wiley; Cloth; October 2009; \$26.95) entrepreneur Peter H. Thomas shares his business experiences to show readers what it means to be successful in business without compromising your values.

As the founder and developer of Century 21 Canada and the developer of several billion dollars of real estate projects in North America, Thomas understands the challenges of succeeding in business without compromising what you stand for.

Thomas can talk about:

- Do values still have a place in the boardroom? How to manage without hurting the bottom line;
- What happens when values are put aside for greed – the public outcries over misspent public funds (as with the firing of the entire OLG board);
- Leading through tough times: Thomas has gone through an exceptional financial crisis and the tragic loss of a family member, both of which challenged and clarified his values.

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In **Be Great**, Thomas shows that we have choices: we can live by our values and incorporate them into our business life or we can abandon them in our chase to the top. Employing and standing up for your values is the difference between an effective leader and a follower. It is a true measure of achievement.

As well as this new book, Thomas, in conjunction with Royal Road University in Victoria, have just launched The Todd Thomas Institute for Values-Based Leadership. Envisioned to become a leader in education, research and practices to scholars, entrepreneurs and institutional and community leaders, the institute will focus on the practice of values-based leadership. More information is available at www.royalroads.ca/tti

About the Author



Peter H. Thomas is one of the leading real estate developers and lenders of his time in North America, developing several billion dollars of projects including shopping centers, apartment and condominium developments, land assembly, and golf courses. He is best known for his success as founder of Century 21 Real-Estate Canada Ltd., Samoth Capital Corporation (now known as Sterling Centrecorp Inc.), and the development of the Four Seasons Resort in Scottsdale, Arizona. After the tragic loss of his son in 2000, Peter decided to focus his time and energy on social entrepreneurship, and to share his experience and philosophy with others. He is the Founder and Chairman of LifePilot, the Founder and Chairman of the Todd

Thomas Institute for Values-Based Leadership at Royal Roads University in BC, Canada, Chairman Emeritus of the Entrepreneurs' Organization (EO), and Vice-Chairman of the Collegiate Entrepreneurs' Organization (CEO).

Peter Thomas is available for personal interviews in

Vancouver – October 13

Toronto – October 15

Victoria – October 20

And by telephone.

To book an interview please contact Pat Cairns at 905 569-0002 or creativeconnect@rogers.com