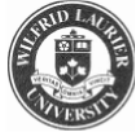


NEWS RELEASE

Wilfrid Laurier University



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Nov. 23, 1990
062-1990

Canadian entrepreneur Alex Tilley to speak at Laurier

Which Canadian entrepreneur created the "ideal sailor's hat" complete with a four-page owner's manual and a spare lace?

Which Canadian entrepreneur markets his clothing with the following washing instructions: "Give 'em hell"?

The answer: Alex Tilley.

Tilley will discuss how he managed to turn his low-budget basement business in 1984 into a thriving, multi-million dollar enterprise at Wilfrid Laurier University on Thursday, Nov. 29.

A former art consultant, Tilley is the president of his self-made corporation, Tilley Endurables Inc., a fast-rising travel and adventure clothing firm. His clothing carries a lifetime guarantee, and is marketed for the adventurous Canadian like the traveller, and explorer.

Tilley hats were chosen as the official gift for visiting dignitaries to the Ontario Pavilion at Expo '86, and have been gifts to Prince Charles and Lady Diana.

The free public lecture will begin at 11:30 a.m. in The Turret on the third floor of the Student Union Building.

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Prepared by Jo-Ann Mihalich