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Miratel Solutions Expands CSR Business Strategies with Launch of Fully Accessible Website

Miratel Solutions implements Disability Community Involvement strategy through a partnership with eSSENTIAL Accessibility™. This new venture is part of Miratel's latest step in proving its commitment to the disability community by helping individuals who have difficulty typing, moving a mouse, or reading a webpage gain online access with ease.

Toronto, Ontario – Since their inception in April 2000, equitable and ethical business behavior has formed the foundation of Miratel Solutions' (Miratel) work environment and culture. As a company, Miratel has maintained the belief that only by upholding the highest level of corporate integrity can true business excellence be achieved. All of these principles remain the core value of Miratel to this day and combine to create the basis of their Corporate Social Responsibility (CSR) strategies. Miratel are thrilled to be building on those strategies once again with the launch of online accessibility through their new partnership with eSSENTIAL Accessibility™.

eSSENTIAL Accessibility™ and March of Dimes Canada have launched a Disability Community Involvement initiative that has allowed Miratel's corporate website to become accessible to anyone with any physical disability, and also help individuals who have difficulty reading. By clicking on the eSSENTIAL Accessibility™ icon located on every Miratel web page, users will be redirected to their website where they can download this assistive technology free of charge. The application can be easily installed on a standard PC.

Miratel's Managing Partners Tracy Ritson and Angela Puzzolanti further explain:

"Accessibility technology is a growing need for a number of people in our society for a variety of reasons. eSSENTIAL Accessibility™ allows us to further incorporate accessibility in to the management of our business and, in turn, promote respect for individual dignity by making it possible for people with a wide range of abilities to navigate their way online with ease and help eliminate the digital divide."

According to Accessibility for Ontarians with Disabilities Act (AODA), a barrier can be defined as anything that prevents a person with a disability from fully participating in all aspects of society because of his or her disability. eSSENTIAL Accessibility™ breaks down these barriers and opens doors and Miratel is happy to be able to share innovative solutions like these with those who can benefit from them.

"As Miratel is a leader in the call centre industry, they take great pride in staying ahead of the technology curve and maintaining a strong customer focus," says Simon Dermer, Managing Director of eSSENTIAL Accessibility™. "By adding eSSENTIAL Accessibility™ to their communications structure, Miratel is engaging with and meeting the online assistive technology needs of the disability community."





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Miratel's support for equitable business practices extends beyond website accessibility and includes (amongst others):

- A commitment to equity in employment and in providing a workplace environment that treats all employees with respect and dignity as demonstrated by their certificate to implement Employment Equity Program issued by Human Resources Skills Development Canada
- A dedication to providing a safe and healthy work environment that is free of violence and harassment for all of its employees supported by a documented Occupational Health & Safety Policy and a Workplace Violence and Harassment Protection Policy in accordance with applicable legislation
- A Health and Safety Committee in place to monitor and regulate the work environment headed by certified employee representatives
- Adherence to Accessibility for Ontarians with Disabilities Act (AODA) with full certification expected May 2011

With an unwavering commitment to excellence and guided by valuable CSR business strategies, Miratel will continuously evaluate their practices to ensure they maintain their focus on improving the social and environmental condition within their workplace and within their broader society.

About Miratel:

Since their launch, Miratel's focus has been on building the reputation of their contact centre in Toronto as a premier provider of cost-effective fundraising services delivered with the highest standards of integrity and conduct. Throughout the years, Miratel has maintained that same focus and now provides a spectrum of contact centre services that includes inbound call centre, outbound call centre, telephone fundraising, online fundraising, lottery management and letter shop mail services on behalf of some of Canada's largest and most reputable charitable foundations. Miratel's alliance with these outstanding nonprofit organizations only strengthens their resolve to remain known for their corporate ethics and their desire to leave a lasting, positive impression on the world.

To learn more about Miratel, please visit <http://www.miratelinc.com>. You can read their corporate blog at <http://www.miratelinc.com/blog> or follow them on Twitter at <http://www.twitter.com/miratel>

About eSSENTIAL Accessibility™

eSSENTIAL Accessibility Inc. is the provider of a software-based service that makes online environments instantly accessible to individuals with physical disabilities. Our solution, eSSENTIAL Accessibility™, is a virtual wheelchair for websites that empowers individuals with dexterity limitations that arise from a variety of conditions including stroke, paralysis, arthritis, multiple sclerosis, cerebral palsy and Parkinson's disease among others. Moreover, it also helps those who have difficulty reading because of literacy deficiencies, limited English proficiency, dyslexia, or mild visual impairment. Leading organizations feature the eSSENTIAL Accessibility™ icon as part of a Disability Community Involvement initiative sponsored by March of Dimes Canada. The symbol displayed on the homepage acts as a clickable icon through which any visitor can download the assistive technology they require free of charge. For more information, visit www.essentialaccessibility.com.

