



For Immediate Release – **Business & Financial Sectors**  
September 11, 2009

## Chances are the markets will correct, right? *Do you know what to do with your investments?*

**Leonard Mlodinow**, author of *The Drunkard's Walk: How Randomness Rules Our Lives* will be PWL Capital's keynote speaker.

MONTREAL, QC, September 11, 2009 – From the *stock market crash* to *unemployment rates*, *election results* to the *winner of the World Series*, *Hollywood stardom* to *college admissions*, we like to believe our world is governed by order and logic. Yet acclaimed writer and scientist Leonard Mlodinow argues that most successes and failures are actually the result of “*fortuitous circumstances*,” and we’ll judge them incorrectly if we don’t accept the fact that randomness rules.

Dr. Leonard Mlodinow, a born storyteller with an imaginative approach, will vividly demonstrate how randomness, change, and probability reveal a tremendous amount about our daily lives, and how we frequently misinterpret the significance of everything from a casual conversation to a major financial setback. By applying the mathematical and psychological principles behind concepts like expectancy bias, standard deviation, and statistical reasoning to real world circumstances, Mlodinow shows us just how little we actually control.

Dr. Mlodinow has written several books, including two which he co-authored with **Stephen Hawking**, **A Briefer History of Time** – published in 2008, and **The Grand Design** – available as of October 2009. Dr. Mlodinow, a noted mathematician and physicist, is a professor at the California Institute of Technology (Caltech) and is a regular contributor to the *Wall Street Journal*, *New York Times*, *Forbes* and *Newsweek*.

PWL Capital is thrilled to host Leonard Mlodinow as our keynote speaker at a series of exclusive presentations in **Toronto – September 22<sup>nd</sup>**, in **Ottawa – September 23<sup>rd</sup>** and in **Montreal – September 24<sup>th</sup>**.

### **Talk to Leonard Mlodinow about how randomness rules.**

- Request an interview with Dr. Leonard Mlodinow
- Request a copy of his book **The Drunkard's Walk: How Randomness Rules Our Lives**
- Reserve your seat at a presentation, please contact:

**Maggie Alongi**

*Director, Marketing & Communications*

1-800-343-7566 x264

**ABOUT PWL CAPITAL INC.:** PWL Capital Inc. is a wealth management boutique serving Canada's most discerning individuals and families. Our values are anchored on *integrity*, *objectivity* and *proven expertise*.

We take a conservative, long-term view to managing investments and reducing investment risk. Our allegiance to time-tested institutional investment principles and proven academic insights means we never risk our clients' long-term wealth on short-term investment fads. At PWL Capital, we simply focus on doing what's right for our clients each and every day.

PWL Capital Inc. is regulated by the *Investment Industry Regulatory Organization of Canada* (IIROC) and a member of *Canadian Investor Protection Fund* (CIPF).

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