

UK Companies Are Jeopardising Creativity Through Inflexible Working Hours

33% of men feel creative out of conventional working hours compared to only 24% of women

London, June 11 2003. Corel Corporation (NASDAQ:CORL, TSX: COR) today announced the results of their nationwide survey on creativity. The survey, carried out by Dynamic Markets on behalf of Corel, indicates that employers that require creativity in staff might need to offer more flexible working hours to improve creative output. Creative time varies by both gender and age group. For example few (16%) of those between 16-24 feel at their most creative in the morning, when compared to 44% of 55-64 year olds. The majority of 16-24 year olds feel most creative in the evenings (46%) whereas the majority of 25-44 year olds feel most creative in the morning (30%).

Many companies are considering, or already offer, their staff flexible working hours but this survey demonstrates that companies may need to take a more structured approach by finding out when the individual works best and on which tasks if they want to improve productivity.

“As part of our campaign for creativity we wanted to find out how British employers can maximise the creative talent within their organisation,” said Amanda Bedborough, executive vice president, Corel.

“Our study supports the beliefs of many chronobiologists or body clock scientists, who have suggested that if we don’t listen to our body clock we won’t perform as effectively. With a skill that is so intangible such as creativity it is critical that it is not forced. Employers need to therefore consider helping their employees structure their day around when they perform tasks most effectively.”

Notes to Editors

About Corel Corporation

Founded in 1985, Corel Corporation (www.corel.co.uk) is a leading technology company specialising in content creation tools, business process management and XML-enabled enterprise solutions. The company’s goal is to give consumers and enterprise customers the ability to create, exchange and instantly interact with visual content that is always relevant, accurate and available. With its headquarters in Ottawa, Canada, Corel’s common stock trades on the NASDAQ Stock Market under the symbol CORL and on the Toronto Stock Exchange under the symbol COR.

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