



FOR: FIRSTSERVICE CORPORATION

**FOR IMMEDIATE RELEASE**

**FIRSTSERVICE DEMANDS RETRACTION OF FALSE STATEMENTS MADE IN  
UNION - PUBLISHED NEWSLETTER**

**TORONTO**, Ontario, Canada, September 20, 2004 - FirstService Corporation (Nasdaq: FSRV; TSX: FSV), today responded to false public statements made by the Service Employees International Union ("SEIU") regarding the status of the company's workforce, by demanding an immediate retraction and apology to FirstService and its shareholders.

"Neither FirstService nor any of its subsidiaries employs anyone represented by SEIU," the company's legal counsel wrote in a letter addressed to SEIU President Andrew Stern." The company also demanded the union immediately correct the information it claims to have provided to the SEC. The SEIU made its false statements in a press release and in a document purporting to be an investor newsletter.

"Our shareholders must know that we refuse to be bullied through a corporate disinformation campaign," said Jay S. Hennick, President and Chief Executive Officer of FirstService. "We believe the employees of our subsidiary should have the right to say yes, and the freedom to say no, to union membership through an appropriate and fair election process. We fully support the right of employees to decide what is best for them and their families."

FirstService is a leader in the rapidly growing service sector, providing services to commercial and residential customers in the areas of: residential property management; integrated commercial security systems; property improvement services and business outsourcing services. More information about FirstService (Nasdaq: FSRV; TSX: FSV) is available at [www.firstservice.com](http://www.firstservice.com).

## FORWARD-LOOKING STATEMENTS

Certain statements included in this release constitute “forward-looking statements” within the meaning of the U.S. Private Securities Litigation Reform Act of 1995 (the “Reform Act”). Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company, or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the following: general economic and business conditions, which will, among other things, impact demand for the Company’s services, service industry conditions and capacity; the ability of the Company to implement its business strategy, including the Company’s ability to acquire suitable acquisition candidates on acceptable terms and successfully integrate newly acquired businesses with its existing businesses; changes in or the failure to comply with government regulations (especially safety and environmental laws and regulations); and other factors which are described in the Company’s filings with the Securities and Exchange Commission.