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FOR IMMEDIATE RELEASE

2010 Alberta Export Awards celebrates top export companies

EDMONTON – The Alberta division of Canadian Manufacturers & Exporters (CME-Alberta) today announced the 10 top exporting companies and individuals at the second annual Alberta Export Awards.

"The Alberta Export Awards recognize the very best in the province, highlighting the export industry's significant contribution to Alberta's economy – an increasingly diversified economy," said Brian McCready, vice-president of CME-Alberta. "All of the winning companies demonstrate the drive, innovation and competitiveness that is necessary to succeed in foreign markets around the world. It is through companies such as these that Alberta is gaining global profile, a profile that extends beyond our traditional natural resource base."

The Alberta Export Award categories for 2010 included: Consumer Products, Professional and Services, Manufacturing – Oil and Gas, Manufacturing – Other, Advancing Technologies, New Exporter, Sustainability, International Business Studies, Leadership and Exporter of the Year.

"Both my colleagues at Macleod Dixon and I are delighted to have received such important recognition from our business partners here in Alberta. Stimulating international business and exporting of services at a time of robust growth here at home has been a great challenge. However the rewards of our clients, as well as for the Alberta community from their increased international business and international awareness has been exceptionally gratifying. This award from the business community for getting involved and supporting international business and exporting is a wonderful tribute to the team of lawyers and support staff who over the last twenty years at Macleod Dixon have made a unique contribution to the internationalization and globalization of Alberta's legal and business community."

Winners of the 2010 Alberta Export Awards were selected from Alberta's dynamic and growing export industry. Alberta exported \$69.1 billion worth of goods in 2009 and was the second largest provincial exporter, providing 20.7% of Canada's total exports in 2009.

"The importance of exporting business has grown in Alberta for not only the economic value that it brings to our province, but also the global eminence that it builds for more Alberta companies," said Charles Evans, Partner, International Tax Services for Deloitte & Touché LLP. "At Deloitte, we have worked with a lot of Alberta companies and exporters by offering them forward-thinking advice for going global and staying one step ahead in the global competitive landscape. We are truly proud to sponsor the Alberta Export Awards and to celebrate the excellence and achievements of Alberta exporters. Congratulations to all nominees for their success in exporting."

The Alberta Export Awards are hosted by the Alberta division of Canadian Manufacturers and Exporters (CME-Alberta). The awards recognize the province's top exporters, significantly contributing to Alberta's provincial economy. All registered Alberta companies that have exported a product or service for two or more years are eligible award nominees.

A detailed list of winners in each category, along with the sponsors of the Alberta Export Awards is included in the backgrounder. For more information, visit www.albertaexportawards.com.



For more information, please contact:

Brian McCready
Canadian Manufacturers & Exporters
Vice President - Alberta & Saskatchewan
T (780) 426-6622
E brian.mccready@cme-mec.ca

Canadian Manufacturers and Exporters (CME) is Canada's largest trade and industry association. CME promotes the continuous improvement of Canadian manufacturing and exporting through engagement of government at all levels. Its mandate is to promote the competitiveness of Canadian manufacturers and enable the success of Canadian goods and services exporters in markets around the world.

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BACKGROUNDER

2010 Alberta Export Awards Gala Celebration

The Alberta Export Awards are the province's most prestigious awards paying tribute to the innovative approaches and contributions of Alberta export companies from all regions of the province, as well as to the individuals who contribute to their success. The awards are open to companies from any sector of the economy.

The Award's objectives are to:

- Increase awareness amongst Albertans as to the important role that exporting plays in the provincial economy
- Identify and reward Alberta's most successful and innovative exporters
- Promote Alberta's top exporters as corporate role models, in order to stimulate greater involvement in exporting amongst the province's business community
- Promote Alberta's leading exporters to the same status and public recognition as sporting and entertainment heroes
- Further develop community awareness of the importance of exporting to the province's economic future

The Winners of the 2010 Alberta Export Awards are:

Consumer Products Award Presented by Canadian Manufacturers & Exporters, Alberta Division

The Consumer Products Award recognizes an Alberta company that specializes in and exports end products for direct-to-consumer or retail markets.

Chariot Carriers Inc.: www.chariotcarriers.com

Chariot Carriers is a Calgary based manufacturer and distributor of child transportation systems. Guided by their vision to produce the most innovative, safest, and highest quality child carrier products on the market, they reflect principles of family togetherness, health and fitness, environmental sustainability, and corporate responsibility. Every Chariot Carrier is designed in Calgary, and after 17 years, many products are still produced in the Calgary facility. A team of nearly one hundred people meticulously designs, produces, and supports Chariot's that are sold around the world through independent bicycle dealers and sporting goods retailers. To maintain their well deserved reputation as a product category leader, the company consistently validates key business elements: commitment to excellence, the highest quality materials, modern equipment, expert suppliers, and knowledgeable selling partners.

Professional & Services Award Presented by AMR Process Inc.

The Professional & Services Award is presented to an Alberta company that provides expert advice, technical support or educational programs to international customers.

Christie Communications Ltd.: www.christie.ab.ca

Christie Communications is an Edmonton-based company that creates interactive media and custom eLearning programs for local and international markets. As an instructional and media design company with over a quarter century of experience in design, development, and production of education, training, and interactive materials, they have produced materials in English, French, Spanish, Chinese (Mandarin), Russian, and Arabic. Having been involved in over 200 communications and educational projects, they point to those with international organizations such as the United Nations with pride, while taking pleasure in assisting local clients as well. Christie Communications has developed a reputation world-wide for delivering quality materials on time and within budget.

Manufacturing - Oil & Gas Award Presented by HSBC Bank Canada

The Manufacturing - Oil & Gas Award recognizes a company that is engaged in manufacturing for the Oil & Gas industry.

Master Flo Valve Inc.: www.masterflo.com

Master Flo Valve Inc. is an Edmonton-based manufacturer of chokes, control valves and actuators for the Oil & Gas industry, providing engineered flow solutions for surface, off shore and subsea applications. Master Flo's domestic reputation for flow excellence and its specific expertise in Steam Assisted Gravity Drainage (SAGD) in the oilsands opened up many opportunities in the export Oil & Gas market. Today, the privately owned company has its products installed in over 50 countries across four continents, in virtually all of the active severe service oil and gas environments. In addition to achieving milestone export results, Master Flo continues to demonstrate a strong commitment to technology commercialization.

Manufacturing – Other Award Presented by OSLER, Hoskin and Harcourt LLP

The Manufacturing – Other Award recognizes a company that is engaged in secondary manufacturing or

Standen's Limited: www.standens.com

Standen's Limited is North America's largest full-line manufacturer of leaf springs, suspension components and agricultural tillage components for customers around the world. Established in 1924 and headquartered in Calgary, Standen's has been exporting Alberta built products since 1966. As the recent recession took hold of the global economy, Standen's anticipated that the transport industry would not be buying new vehicles, but operators would need to repair their trucks and trailers to keep them in service. When many businesses were cutting back on inventories and labour, Standen's increased production of aftermarket goods filling their warehouses. The results: improved customer service and fill rates, sustained employment, and increased market share.

Advancing Technologies Award Presented by Deloitte

The Advancing Technologies Award This award recognizes a company that has effectively harnessed the powers of intellectual property and value-added know-how.

NovAtel Inc.: www.novatel.com

NovAtel Inc. manufactures Global Navigations Satellite System (GNSS) components and subsystems, including receivers, antennas, enclosures and firmware. The company is based in Calgary, Alberta yet approximately 95% of NovAtel's revenues are derived from exports. Shipping world-wide, markets served include surveying, precision agriculture, machine control, mining, marine, geographical mapping, and defense. Additionally, NovAtel's reference receivers are incorporated into national aviation ground networks in the USA, China, Japan, Europe and India. To overcome language and cultural barriers, NovAtel has established an international network of over 35 dealers. Job creation, advancing technology innovation and community service are three of the key contributions NovAtel has made to the Alberta economy.

New Exporter Award Presented by Business Development Canada

The New Exporter Award recognizes an Alberta company that has made their initial entry into an export market and has achieved notable success. The award acknowledges the company's ability to overcome obstacles in order to expand its potential markets and grow its business through export.

Care Industries Limited: www.careindustries.ca

Care Industries is a Canadian owned and operated company based in Red Deer, Alberta. The company was established in 1999 as a repair and retro-fit shop but changed direction in 2005 to manufacturing new oilfield equipment. In 2008, new ownership took over, with a plan to introduce Care's equipment and capabilities to the International Oil and Gas market. Care has experienced significant revenue growth, pri-



marily through exports to South America. They have driven economic activity in central Alberta and Alberta as a whole. They have created jobs by hiring full-time employees and have also sparked job creation for other companies and suppliers.

Sustainability Award Presented by Alberta Venture

The Sustainability Award recognizes an Alberta company that exports products or services and has shown leadership in integrating the economic, social, and environmental dimensions of sustainability into their internal management practices while promoting the principles of sustainability.

DIRTT Environmental Solutions: www.dirtt.net

DIRTT Environmental Solutions is North America's largest manufacturer of pre-engineered modular walls for commercial interiors and institutional settings. DIRTT walls provide a sustainable alternative to conventional stud and drywall construction, with minimal waste during manufacturing, no impact to air quality, and minimal material usage. Despite a significant decline in the construction industry, DIRTT has achieved a growth rate of 215 percent over the last three years, in large part due to their distribution network, strategic alliances, and the ability to leverage technology. DIRTT demonstrates export excellence and innovation through: customer service, business efficiency, employee satisfaction and a mandate of sustainability that encourages and rewards green behaviour.

International Business Studies Award Presented by Export Development Canada

The International Business Studies Award recognizes a student who has demonstrated leadership, excelled in International Business Studies and has made a significant contribution to the export community in Alberta.

The recipient of the International Business Studies Award is Summer Curtis

Summer Curtis is a fourth year Bachelor of Commerce Co-operative Education student at the University of Alberta, majoring in East Asian Studies. In addition to developing the skills and acumen required to excel in international business, she has also studied Mandarin Chinese for three years at the University level. In support of her specialization in East Asian Studies, she has travelled to Asia on multiple occasions, becoming immersed in the language and culture of the region. Summer was one of the first students to participate in a pilot partnership program between the Business Co-op Program and AISEC Edmonton in support of expanding International Work Experiences for Co-operative Education students. Through this program, she has gained valuable experience that will enable her to comfortably and effectively conduct business with markets and companies in Asia. Her knowledge of East Asian economics, history, culture, and specifically, the Chinese language will compliment her general business skills and knowledge, making her a sought-after commodity in the job market. Upon completion of her degree in December 2010, Summer will pursue a career assisting Canadian companies in reaching international markets.

Leadership Award Presented by Export Development Canada

The Leadership Award recognizes an organization or individual known for championing the cause of exporting within their industry or field of expertise.

The Recipient of the Leadership Award is Paul Drager, Q.C., Macleod Dixon: www.macleoddixon.com

Macleod Dixon LLP, headquartered in Calgary, Alberta, is one of Canada's oldest and largest international law firms with over 250 legal professionals around the world. Partner, Paul Drager devotes his practice to matters relating to international trade law, government relations and international resource issues. Since 1989, Paul has acted as outside counsel for a number of energy and natural resource companies negotiating projects in the former Soviet Union. Such projects included the first oil joint venture by a major Canadian producer with the new Russian government. Under Paul's direction, Macleod Dixon received the first formal accreditation by the Russian government for any Canadian law firm and established the first branch of a Canadian law firm in Moscow in 1990. The office has developed into one of the premier west-



ern law firms in Russia, advising numerous clients including the Russian government and international multinationals on both public and private international law issues. The office has expanded to Almaty, Kazakhstan, where Macleod Dixon was the first Canadian firm to establish a permanent office in 1995. Paul has been instrumental in Macleod Dixon's further expansion into Caracas, Venezuela (1997) and Rio de Janeiro, Brazil (2001), acting as Chair of the international operations from 1992 to 2007.

Exporter of the Year Award Presented by the Government of Alberta

The Recipient of this award is selected from the winning firms in all other categories. This award honours the "best of the best," a company that has excelled in export achievement and has significantly contributed to the Alberta economy through economic growth in their community, new investment and job creation.

Master Flo Valve Inc.: www.masterflo.com

Master Flo Valve Inc. is an Edmonton-based manufacturer of chokes, control valves and actuators for the Oil & Gas industry, providing engineered flow solutions for surface, off shore and subsea applications. Master Flo's domestic reputation for flow excellence and its specific expertise in Steam Assisted Gravity Drainage (SAGD) in the oilsands opened up many opportunities in the export Oil & Gas market. Today, the privately owned company has its products installed in over 50 countries across four continents, in virtually all of the active severe service oil and gas environments. In addition to achieving milestone export results, Master Flo continues to demonstrate a strong commitment to technology commercialization.

The Sponsors of the 2010 Alberta Export Awards are:

Founding

- Canadian Manufacturers and Exporters – Alberta Division
- Government of Alberta

Platinum

- Government of Alberta - AIIR
- HSBC Bank Canada
- Deloitte & Touche LLP
- Alberta Venture

Gold

- Export Development Canada
- Osler, Hoskin & Harcourt LLP

Silver

- AMR Process Inc.
- Business Development Bank of Canada
- MEDIACO