



FOR IMMEDIATE RELEASE

Canadian Investment Awards Launches NEW Green Award to Recognize and Encourage Environmental Leadership

Experts assembled to determine criteria

TORONTO, ON July 30, 2008. The Canadian Investment Awards (CIA), Canada's premier awards program, recognizing excellence in the financial services industry, announced today that a new award, committed to encouraging the financial services industry to reduce their carbon footprint will be presented at this year's Gala. This award will be presented to the organization showing a concrete commitment to environmental leadership.

"I believe that investing in our environment is one of the most important and relevant long-term investments we can make." says Sabine Steinbrecher, Founder and President, Canadian Investment Awards Inc. "The CIA is dedicated to investing in our planet and nurturing a healthier environment for future generations. We're trying to achieve this goal by encouraging and rewarding environmental leadership within the financial services industry."

An impressive steering committee was assembled to determine the criteria and ensure that the award would deliver the results expected. The steering meeting consisted of experts across multiple disciplines including WWF-Canada, the Recycling Council of Canada, BOMA, Deloitte and Touche, Cybernomics, Ontario Power Generation and the Ontario Power Authority. To ensure that the award incorporated components of social responsibility, Jantzi Research and Canadian Business for Social Responsibility were also included. The criteria and submission process can be found on the CIA's website.

"Leadership from the investment community is essential if we're to realize savings in our use of energy and to embrace better environmental behaviours," says Ontario's Chief Energy Conservation Officer Peter Love. "And leadership is evident in this recognition program from the Canadian Investment Awards as it encourages the financial services industry to become more 'green' and move us towards a 'culture of conservation.'"

"At AGF, we are delighted to participate in the creation of this important new award category, which recognizes outstanding environmental leadership and commitment within our industry," stated Blake C. Goldring, Chairman and CEO of AGF Management Limited and 2007's CIA Person-of-Influence award recipient. "We applaud the CIA for taking the initiative to recognize leaders in our industry, create greater awareness about the contributions that we all can make and to encourage greater participation."

The steering committee included the following individuals and organizations:

- Kathrin Bohr, Vice President & Managing Director, Canadian Business for Social Responsibility
- Scott Mackenzie, President and CEO, Morningstar
- Lucy Becker, VP Corporate Communications, AGF Funds Inc.
- Sarah Heynen, Sr. Mgr. of Conservation Advancement, WWF-Canada
- Hadley Archer, Director, Business Engagement, WWF-Canada
- Nancy Palardy, Senior Analyst, Jantzi Research
- Michael Sullivan, Partner, The Strategic Counsel
- Chris Benedetti, Chair, Recycling Council of Ontario / Principal, Sussex Strategy Group
- Nada Sutic, Manager, Green Initiatives, BOMA Toronto
- Peter Love, Chief Energy Conservation Officer, Ontario Power Authority
- Tim Faveri, GTA Practice Lead Corporate Responsibility & Sustainability, Deloitte & Touche LLP.
- Jean-Jerome Baudry, CEO, Cybernomics
- Paul Bates, Dean, DeGroote School of Business at McMaster University
- Dr. Blair Feltmate, Director, Sustainable Development, Ontario Power Generation
- Kate Taylor, Co-President, Kaleidoscope Marketing and Communications
- Sabine Steinbrecher, Founder, CEO, Canadian Investment Awards Inc. / Learning Library Inc.

"All companies, regardless of their sector, have a responsibility to reduce their ecological footprint. Jantzi Research is pleased to see the Canadian Investment Awards recognize and encourage best practices in this area within the investment community."

"The new Green Award will catalyze companies in financial services to incorporate challenges borne of climate change into the fundamentals of how they do business." Dr. Blair Feltmate, Director, Sustainable Development, OPG

The CIA believes strongly that it must lead by example and together with its sponsors last year reduced paper usage, increased web and digital options and focused on local products and suppliers for the Gala. This year, the Gala will continue to be a role model to the community by ensuring a zero-carbon impact. Bullfrog Power will inject carbon-free green power onto the Ontario grid to match the amount of electricity used by this event. All of the electricity injected on their behalf will be sourced exclusively from wind and low-impact water power producers who meet or exceed the federal government's EcoLogo™ standard for renewable energy.

SUBMIT: Instructions and submission forms available at www.InvestmentAwards.com.

NOMINATE: A few make tremendous contributions that need to be recognized. Email individualawards@learninglibrary.com to nominate the individual you think deserves to be honoured for the Career Achievement Award and Person of Influence of the Year Award

CELEBRATE: This year, the tradition continues as the winners will be announced at the Canadian Investment Awards Gala to be held on **December 3rd**. Early bird tickets are on sale until October 15th.

Key sponsors and partners:

Platinum: CGI / Morningstar

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About the Canadian Investment Awards

The Canadian Investment Awards and Gala recognizes leading investment products and firms illustrating an enduring commitment to excellence within the Canadian financial services industry overall. It is the only time each year in Canada, that the industry, investors and advisors come together to select top performers. The event attracts over 650 guests annually and represents the year long work of over 30 firms, 40 senior analysts and expert jury members researching and ranking 50+ categories and is supported by over 25 principal sponsors.

The unusual nature of this collaborative structure provides an unbiased and objective outcome that is completely unique to these awards and to Canada. No other analysis process, nor any other resource, provides this broad industry representation via "collaborative results" and the top performers have become a valuable annual reference guide for Canadian investors and advisors.

This is the event of the season celebrating financial service excellence. "Early bird" tickets are available prior to October 15th, 2008. For more information about the Canadian Investment Awards, and how to purchase your "early bird" tickets, please visit www.InvestmentAwards.com.

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