



News Release

Contacts:

Lynn Cook
Deloitte
416-874-3654

Emma Capombassis
Cohn & Wolfe
416-924-5700 ext. 4065

Canada's 50 Best Managed Companies' Secrets of Success... Adaptability, Commitment and Passion

50 Best program recognizes twenty-two winners in Ontario

Toronto, ON -- January 12, 2004 - Winners of the 2003 Canada's 50 Best Managed Companies award, display a number of common business attributes which may provide insight into their ability to achieve significant growth and success.

"Through our analysis of this year's 50 Best award winners, we found a number of common characteristics of these exceptional companies who have successfully developed, articulated and executed a strategy to achieve a high performance advantage," said Tony Grnak, Deloitte Partner and National Leader, Canada's 50 Best. "These winning companies clearly exhibit a strong propensity and ability to stay in close contact with their markets and to adapt and align their strategy accordingly. As well they demonstrate significant passion and commitment to ensuring they acquire and retain the best possible employees."

Key traits that the 2003 50 Best companies share, include: a continued ability to remain alert and responsive to changes in the market and consumer demands; a passion to create the right leadership and vision; and a commitment to invest in the hiring and retaining of the most talented employees, are some the key determinants which contributed towards companies achieving recognition on this years 50 Best winners list, while requalifying companies share a remarkable commitment to stay at the leading edge of innovation and to continue growth.

"The 2003 50 Best recipients represent some of Canada's most exceptional, talented and successful companies who clearly make a significant contribution in driving our economy and expanding our workforce. This year's 50 Best winners generated \$7.2 billion in combined revenue and account for more than 29,000 employees throughout Canada in 2003 (up significantly from \$6.2 billion and 21,000 respectively, in 2002). The average revenue increase from 2001 to 2003 for the 50 Best companies is 26% which attests to the calibre of these companies and acts as a positive indicator for our economy," continued Tony Grnak, Deloitte Partner and National Leader, Canada's 50 Best. "We applaud and congratulate all of this year's 50 Best winners."

Established in 1993, the 50 Best award is a national program, recognising Canadian companies that have implemented world-class business practices and created value in innovative ways. This year, twenty-two Ontario winners of the Canada's 50 Best Managed Companies program were awarded top honours following an independent judging panel's evaluation. The panel evaluates how companies address various business challenges such as new technologies, globalisation, brand, leadership, leveraging and developing core competencies and designing the right organizations and systems to facilitate growth and the new generation of people entering the labour market.

Ontario based winners ranked alphabetically include:

Company	City	Sector
Alumicor Limited	Rexdale	Design, manufacture and distributor of aluminium based building materials
Apollo Health and Beauty Care	Toronto	Manufacturer of Health and Beauty products
Consumer Impact Marketing Ltd.	Toronto	Third party sales and marketing services
DCCI Inc.	Mississauga	Call measurement services (CMS)
Dynamic Tire Corporation	Toronto	Tire distribution
Gee, Jeffery and Partners Advertising Inc.	Toronto	Marketing, advertising & media agency
GoodLife Fitness Clubs	London	Fitness clubs
Kriska	Prescott	Transportation, warehousing and 3PL
Longo Brothers Fruit Markets Inc.	Mississauga	Full service food retail supermarket
M. Sullivan & Son Limited	Arnprior	General contractors, design & construction managers
Magnotta Winery Corporation	Vaughan	Winery
Med-Eng Systems Inc.	Ottawa	Personal protective systems for explosive ordnance disposal
M-O Freightworks Limited	Brampton	Transportation
Northern Digital Inc.	Waterloo	Metrology technology
Pioneer Petroleums	Burlington	Gasoline retailer
Prime Restaurants of Canada Inc.	Mississauga	Full service restaurants
Shred-it International Inc.	Oakville	Shredding and recycling services
St. Joseph Corporation	Concord	Print, publishing & digital communications company
TAXI	Toronto	Brand communications
The Performance Group of Automotive Companies	St. Catharines	Retail automotive sales and service
U.S.E. Hickson Products Ltd.	Scarborough	Manufacturer of building products
Workbrain, Inc.	Toronto	Software specialists

Previous *50 Best* winners have an additional two years to use their *50 Best* designation, providing they successfully meet the requalification criteria. This year, thirty-eight companies were awarded requalification in Ontario.

2003 winners and requalified winners of the Canada's *50 Best Managed Companies* award will be honoured at the annual *50 Best* gala in Toronto on 9 February, 2004. The *50 Best* symposium, 9th and 10th February, will address issues relevant to today's business leaders.

"The 2003 *50 Best* winners are an outstanding group of Canadian owned and managed companies who have proven their remarkable ability and commitment to apply best practices to all areas of their

business operations,” said James McSherry, Executive Vice President and Managing Director, CIBC Commercial Banking, a national sponsor of the program. “These companies clearly demonstrate innovation, leadership and a focus on their customers and employees. Their example illustrates that focusing on the fundamentals while pursuing a clearly defined strategy is key to achieving exceptional results.”

About Canada’s 50 Best Managed Companies (www.canadas50best.com)

Canada’s *50 Best Managed Companies (50 Best)* is a national awards program that recognizes the 50 Best businesses from a wide range of industries that have implemented world-class best business practices. The program, established in 1993 and entering its 11th year, annually recognizes 50 well-managed Canadian companies that must complete an extensive and in-depth interview process to assess and examine its management practices.

National sponsors of the program are Deloitte, CIBC Commercial Banking, National Post, and Queen's School of Business. Information about Canada’s 50 Best Managed Companies 2003 is available online at www.canadas50best.com.