

CBDC TO DOUBLE CANADA'S DIVERSITY 50 DATABASE OF BOARD CANDIDATES

Canadian Board Diversity Council applauds election of three Diversity 50 candidates to corporate boards; encourages more applicants from Québec.

Toronto, ON, April 3, 2013 – The Canadian Board Diversity Council (CBDC) announced today it is accepting applications for Diversity 50, corporate Canada's foremost database of diverse candidates for board of director positions in Canada's largest 500 organizations. Diversity 50 is part of the solution proposed by the CBDC to address the glacial pace of change toward increasing diversity on the boards of Canada's largest organizations. Each year, the Council will add 50 board-ready candidates to the Diversity 50 database, building the definitive resource for Corporate Canada.

"Our work with boards supports what the research shows – that increased diversity can add value to companies and ultimately improve their bottom line," said Carl Lovas, Canadian Chair, Odgers Berndtson. "Our firm has been very impressed with the Diversity 50 candidates and we see these professionals as a great talent pool for board recruitment."

Three individuals from the Diversity 50 2012 database have been appointed to corporate boards since the release of the inaugural list in November 2012, including Former PepsiCo Canada President Linda Kuga Pikulin, elected to the Board of Enersource Corporation, former Amex Canada President Beth Horowitz, elected to the Board of Aimia, and former Diageo Canada President Debra Kelly-Ennis elected to the Board of Altria Group, a Fortune 500 company. Profiles of all of the Diversity 50 2012 can be found [here](#):

"We are encouraged by the placement of three Diversity 50 2012 candidates to corporate boards in the past four months alone, and look forward to selecting a further 50 exceptional individuals in 2013," said Pamela Jeffery, CBDC Founder. "Following a successful inaugural year, the Council would like to encourage more applicants from Québec as we know there is a wealth of experience and talent from the province that is not yet reflected on the boards of Canada's largest organizations."

"More and more Canadian companies recognize that bringing a diversity of experience and knowledge to their boardrooms is a key driver of competitiveness, and the Diversity 50 initiative is a very effective new resource for corporate Canada. What sets the Diversity 50 database apart is the extensive due diligence conducted by the CBDC and the Diversity 50 CEOs in selecting the final candidates. It is an honour to be associated with such a prestigious group," said Linda Kuga Pikulin, Diversity 50 2012.

To select the Diversity 50 2013, the Council will collaborate once again with HSBC Canada President and CEO Paulo Maia, Deloitte Managing Partner and Chief Executive Frank Vettese,

as well as TELUS President and Chief Executive Officer Darren Entwistle, IAMGOLD President and Chief Executive Officer Steve Letwin, Coast Capital Savings President and Chief Executive Officer Tracy Redies, Norton Rose Canada Chairman Norman Steinberg, Hydro-Québec President and Chief Executive Officer Thierry Vandal, Suncor Energy President and Chief Executive Officer Steve Williams, and Iron Ore Company of Canada President and Chief Executive Officer Zoë Yujnovich. The Council will also continue its collaboration with GMI Ratings, a leading independent provider of global corporate governance ratings and research with a database of over 130,000 public company directors.

“The quality of the Diversity 50 2012 candidates is a testament to the depth of talent we have in Canada. As business leaders, we all need to be committed to broadening our field of vision when recruiting leaders. These leaders need to be given opportunities to ‘let their lights shine’ and have their talents used to the fullest,” said Deloitte Managing Partner and Chief Executive Frank Vettese.

Starting on April 3 until May 31 2013, potential candidates are invited to self-nominate by completing the application online at www.boarddiversity.ca. The Council will reveal publicly the Diversity 50 2013 candidates in the autumn of 2013.

Individual competencies are assessed on the following best-in-class criteria:

Key Competencies

Knowledge

- Financial acumen; industry and business knowledge; public sector knowledge; pertinent functional expertise; understanding of corporate governance, i.e. due diligence, fiduciary duty

Skills

- Strategic and critical thinking; decision making and effective judgment; relationship building and collaboration; communication

Behaviours

- Integrity; trustworthiness; ethics and values; team player; courage; candor; interpersonal skills; constructiveness; inquisitiveness; organizational awareness; conflict resolution; availability for board and committee meetings

About the Canadian Board Diversity Council

The Council is the leading Canadian organization advancing diversity on Canada’s boards. Founded in 2009, the Council has since grown to 52 Founding and Corporate Member organizations that are committed to greater diversity in the Canadian workplace. The Council’s goal is to improve the diversity of Canada’s corporate boards by increasing the representation of women, visible minorities, Aboriginal Peoples including First Nations, Inuit and Métis, persons with disabilities and members of the LGBT community.

The Council’s call to action to boards and shareholders is i) appoint at least one diverse director for every three directors retiring and ii) consider three diverse candidates when

identifying each new potential director and iii) identify and sponsor board-ready diverse candidates.

For more information, please visit www.boarddiversity.ca.

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