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THE CDENE IS PROUD OF THE ACADIAN BUSINESS, U.J. ROBICHAUD ET FILS LTÉE - NATIONAL RECIPIENTS IN THE SERVICE CATEGORY AT THE 2007 LAURIERS DE LA PME AWARDS

Ottawa (Ontario), November 11, 2007 – The Conseil de développement économique de la Nouvelle-Écosse (CDÉNE) proudly congratulates the Acadian Business from Meteghan Centre, Nova Scotia, U.J. Robichaud et Fils Ltée, who received the national award in the Service Category at the 2007 Lauriers de la PME for Francophone and Acadian SME's. The ceremony gala was held at the Château Laurier in Ottawa last Saturday evening.

The owners of U.J. Robichaud et Fils Ltée, Marc (son) and Camille (father) Robichaud, accompanied by the mother and wife of both respectively, Marie-Colombe, were in attendance during the gala. Tears of joy instantly came to the eyes of Camille when their company was named the recipient in the Service Category. During their acceptance speech, Marc highlighted the 140 years of existence of their business and the fact that he is the 5th generation of the Robichaud family to be involved with the family business. "I only wonder what U.J. Robichaud et Fils Ltée's founder would say about everything that is happening tonight, asked Marc Robichaud. On opening the business in 1867, would he have been able to envision that in 140 years' time his company would be in Ottawa receiving a national award as important as this one, highlighting excellence amongst Francophone and Acadian SME's across Canada?"

In the past 140 years, U.J. Robichaud et Fils Ltée has become one of Nova Scotia's largest building material retailers. The business has successfully kept up with the changing needs of its customers by diversifying its product lines and expanding the range of services. Today, the company can meet every house construction need, from footings to roofing. Its tool and equipment rental centre is also very popular amongst its clients.

CDENE's Executive Director, Julie Oliver, is thrilled to see this award being given to a Nova Scotian Acadian business. "I believe that all four Nova Scotia finalists in this national contest are winners. I am very happy however that U.J. Robichaud et Fils were chosen as the national winners amongst 10 other finalists in the Service Category. This is a prestigious prize and we are extremely proud of them."

The Conseil de développement économique de la Nouvelle-Écosse (CDÉNE) wishes to congratulate all four Nova Scotia finalists who were amongst thirty-five national francophone business finalists from Canada's francophone minority communities participating in the 4th edition of the national Lauriers de la PME contest. During the awards gala organised by the Réseau de développement économique et d'employabilité (RDÉE) Canada this Saturday evening, four francophone business across the country received awards in the following categories: Processing Companies, Service Companies, Micro-Companies and New Companies. This competition, held every two years, highlights the importance of Francophone businesses outside of Québec to the Canadian economy. It rewards companies that are well established and in good financial health, and whose reputation is synonymous with quality and service.

*The **Conseil de développement économique de la Nouvelle-Écosse (CDENE)** is a non-profit organization devoted to the betterments of the well-being and quality of life of Acadians and Francophones of Nova Scotia.*

*The **Réseau de développement économique et d'employabilité (RDÉE) Nouvelle-Écosse** is a project of the CDENE. RDÉE Nouvelle-Écosse is member of a national network dedicated to maximizing the economic potential of Francophone and Acadian communities. It is found in all provinces and territories outside Québec. The networks' mandate is to offer various services to these communities to create business ventures and long-term employment.*

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Information:

Julie Oliver
Executive Director, CDÉNE
(902) 424-7230
joliver@cdene.ns.ca

Nathalie Poirier
Communications Officer, CDÉNE
(902) 424-7052
npoirier@cdene.ns.ca