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PRESS RELEASE**

WINNERS OF THE LAURIERS DE LA PME COMPETITION

Ottawa, November 13, 2007 – The names of the award-winning companies in the national *Lauriers de la PME* competition sponsored by RDÉE Canada (Réseau de développement économique et d'employabilité) were announced Saturday at a gala held at the Fairmont Château Laurier hotel in Ottawa.

Representatives of the 35 companies on the list of competition finalists, representatives of the public and private sectors, members of the provincial and territorial organizations affiliated with the RDEE, and members of the competition's selection committee gathered in a convivial atmosphere to celebrate the success of four companies in the following categories: Manufacturing companies, Service companies, Microbusinesses and New businesses.

The winner in the ***Processing compagnie*** category was ***ST-ISIDORE ASPHALTE LTÉE*** of Saint-Isidore, New Brunswick. Under the leadership of Richard Losier and Ulysse Breau, this company has demonstrated steady growth since its foundation in 1968. Over the years, the owners added a Concrete Division and a Construction Division to the company's main asphalt and paving operations. The company's Bathurst plant and quarry not only supply its concrete and asphalt plants with crushed stone and asphalt for road construction and raw materials for asphalt and concreting contracts, but they also meet the needs of several local entrepreneurs who perform road construction and repair work in northern New Brunswick.

In the ***Service compagnie*** category, the winner was ***U.J. ROBICHAUD ET FILS LTÉE*** of Meteghan Centre, Nova Scotia. This company, currently headed up by Camille and Marc Robichaud, can meet every house construction need, from footings to roofing. Whether they need building materials of all kinds, roof shingles, windows and doors, floating floors, plumbing and electrical products and supplies, etc., people trust the company for the quality of the service it has maintained throughout 140 years in business.

The award in the **Micro-compagnie** category went to **ACCES DIRECT PROMOTIONS** of Winnipeg, Manitoba. Owner Michèle Lécuyer-Hutton went into business in 2001 to meet a need in Manitoba's Francophone community, specifically in the promotional materials market. Accès Direct has opened a branch office in Saint-Georges, a bilingual and rural community north of Winnipeg, and planning for the opening of another regional office is well underway. The company currently has a significant share of the Francophone market for promotional materials in Manitoba and is steadily expanding its Anglophone client base.

The winner of the **New compagnie** category award was **THE GREEN BEAVER COMPANY**, based in Hawkesbury, Ontario. Founded in 2002 by Alain Ménard and Karen Clark, the company now offers 25 different personal care products, including toothpaste, deodorants and face creams. None of its products are tested on animals and all packaging materials are recyclable. These natural products are good for the whole family and environmentally friendly. *Green Beaver* now has six distributors across Canada that serve some 800 stores.

The COUP DE CŒUR! award

The Selection Committee awarded a *Coup de cœur* award to **KLONDIKE KATE'S CABINS & RESTAURANT**, located in Dawson, Yukon. The company, headed up by Josée Savard and Philippe Lamarche, provides accommodation in 15 luxurious log cabins. The company also provides high-quality restaurant services. The restaurant menu is varied and features dishes from many countries. The owner-travellers keep adding new dishes when they return from their travels around the world.

RDÉE Canada congratulates all the award winners!

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RDÉE Canada, in collaboration with its provincial and territorial partners, promotes economic development and job creation in order to ensure the vitality and the durability of Francophone and Acadian communities in Canada.