

FOR IMMEDIATE RELEASE



U.J. ROBICHAUD TIM-BR MART WINS PRESTIGIOUS NATIONAL AWARD

November 15, 2007 (Calgary, AB) – TIM-BR MARTS Ltd. was pleased to announce that U.J. Robichaud TIM-BR MART in Meteghan Centre, NS has won Canada's prestigious *Laurier de la PME 2007* – an award that recognizes the importance of Francophone businesses outside Quebec to the Canadian economy. The award ceremony was held earlier this week in Ottawa.

Commented Marc Robichaud, great-great-grandson of founder Jean Pierre Robichaud and 5th generation running the family business: "Receiving a national award for entrepreneurial excellence when we are celebrating our 140th anniversary tells us we are doing the right things at the right time. It truly is a win for everyone here as our employees are our strength and the reason we were able to win such an award."

Every two years, the *Laurier de la PME* competition rewards companies that are well-established and in good financial health, and whose reputation is synonymous with quality and service. U.J. Robichaud TIM-BR MART took the Service category, beating out national competitors from a variety of industries like I.T., television production, vacation resorts and even farming operations.

"Marc and his Team are an outstanding example of what it means to have the customer as your single biggest priority. With a long history of providing excellent service, U.J. Robichaud TIM-BR MART continues to make us proud," said Steve Stremecki, Vice President, Retail Services, TIM-BR MARTS Ltd.

Robichaud anticipates the award will give the company confidence as they move forward with new markets, customers and projects. "Those that have not been doing business with us might want to see what U.J. Robichaud TIM-BR MART is all about. Certainly this is a sign that we have been doing a great job at servicing our market and our clients."

In business since 1967, TIM-BR MARTS Ltd. represents more than 600 Member locations across Canada, over \$2 billion in annual purchases and over \$3.4 billion in retail sales. TIM-BR MART's focus is to be the buying group of choice for independent retailers, commercial dealers and manufacturers in Canada by combining their volume and purchasing at the lowest cost, understanding the needs of their Dealers, and offering a menu of value-added services. To learn more visit www.timbrmart.ca.

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Photos accompany release

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