

A FIRST IN QUEBEC

**CORPORATE SOCIAL RESPONSIBILITY THE FOCUS OF
DISCUSSIONS AT THE TREMBLANT FORUM**

Montreal, August 12, 2004—The first Tremblant Forum on Corporate Social Responsibility and Sustainability will present some 20 world-renowned speakers representing large corporations, NGOs and governments, on September 16 at the Westin Resort & Spa in Mont-Tremblant. This is the first time a major event focusing on this new discipline is being presented in Quebec.

How can environmental performance be improved while driving down costs? What is the role of public/private/NGO partnerships? How to reconcile fair trade and profits? What does Kyoto mean for business? These are just some of the questions that will be explored in the five sessions of the Tremblant Forum.

“Companies in Quebec and across Canada are realizing that the way in which they assume responsibility for governance, environmental respect and community relations has a direct influence on their reputation and, ultimately, on their value and long-term viability,” said Daniel Audet, managing partner of NATIONAL Public Relations’ Montreal office, which is organizing the event in association with several other partners, including EnCana, BCE, the BDC and the National Bank.

For the first time in Quebec, social-responsibility professionals from large corporations will have the opportunity to exchange ideas with representatives of organizations that evaluate their performance (ethical investment funds, regulatory agencies, environmental groups, etc.), in a forum that is open to the general public.

Those interested in participating in the Tremblant Forum may register by telephone at (514) 843-7171 or on the Web at <http://www.tremblantforum.org>. Registration also includes a luncheon with an address by a keynote speaker, a cocktail reception and return transportation from Montreal.

N|A|T|I|O|N|A|L



FÉDÉRATION DES CHAMBRES
DE COMMERCE DU QUÉBEC

Le Conference Board du Canada
Pour y voir clair



CANADIAN BUSINESS FOR
SOCIAL RESPONSIBILITY



NATIONAL is a privately held public relations firm with offices in Montreal, Quebec City, Ottawa, Toronto, Calgary, Vancouver, Victoria, New York and London. The firm offers corporate communications, investor relations, public affairs, marketing, technology and health-care communications to a broad range of leading corporate, government and institutional clients. At the international level, the firm is affiliated with Burson-Marsteller.

-30-

Information: Daniel Brennan
(514) 843-2325