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**2ND ANNUAL TREMBLANT FORUM TO EXAMINE HOW CANADIAN
COMPANIES RESPOND TO RISING CORPORATE RESPONSIBILITY
EXPECTATIONS**



Opening address from Stéphane Dion, Minister of the Environment



CIRQUE DU SOLEIL



LA PRESSE

Montreal, July 20, 2005 – The 2nd annual Tremblant Forum on Corporate Responsibility and Sustainability will be held on September 15th in Mont-Tremblant, Quebec. The conference, originated and hosted by NATIONAL Public Relations will focus on how Canadian corporations are responding to new expectations from both mainstream institutional investors and a full range of non-governmental organizations. The Honourable Stéphane Dion, Minister of the Environment, will present the conference’s opening address.

“Institutional investors have joined NGOs in insisting on responsible management of social and environmental performance; they see it as prudent risk management and a proxy for good financial management,” says Rick Petersen, Senior Vice-President, Corporate Communications at NATIONAL-Montreal and head of the firm’s corporate responsibility practice across Canada. “There is growing pressure for companies to better manage and disclose the social and environmental consequences of their actions while they demonstrate the long-term financial viability of their business models. Tremblant Forum05 will examine innovative ways in which Canadian companies are responding to these global challenges and, in particular, how they are applying new international standards.”

Over 20 international-calibre speakers from across Canada, the United States and the United Kingdom will discuss the growing interest of large institutional investors in climate change, the emerging international dialogue on the role of business in protecting human rights, as well as ways that companies can rise above activist criticism and work effectively with NGOs.

One highlight will be the discussion involving the Carbon Disclosure Project, a collaboration of 143 institutional investors including Merrill Lynch, Credit Suisse, and BMO Financial Group, representing US\$22 *trillion* in assets under management, that is calling for disclosure of corporate climate change plans.

Another roundtable features a discussion on Gildan Activewear's ongoing cooperation with the Maquila Solidarity Network (MSN), a Canadian-based labour and women's rights advocacy organization, and Verité, a global labour monitoring organization. All three parties will be on hand to give their perspective on the unique working relationship they have developed to ensure fair and adequate working conditions at the company's facilities.

The conference will also include a special presentation by the Pembina Institute entitled "Environmental NGO perspectives on corporate environmental responsibility". This groundbreaking report features input from over 40 leading Canadian environmental groups to articulate a shared perspective on corporate environmental responsibility.

The Tremblant Forum05 is the first "Cleaner and Greener" certified event organized by a Canadian company. The event will be carbon neutral and respond to a broad array of sustainability criteria.

Those interested in participating in the Tremblant Forum may register by telephone at (514) 843-7171 or on the Web at www.tremblantforum.org. Registration also includes a luncheon, cocktail reception and return transportation from Montreal.

The Tremblant Forum is an annual conference at which businesspeople meet leading thinkers and practitioners from the private sector, government and NGOs to discuss, in an intimate setting, their roles and responsibilities in creating a society characterized by economic opportunity, environmental protection and social justice. Attendees have a unique opportunity to exchange with speakers on best practices in stakeholder engagement and accountability,

non-financial risk management, transparent disclosure, and on research findings that can impact the long-term viability of their organization.

NATIONAL is a privately-held public relations firm with offices in Montréal, Québec City, Ottawa, Toronto, Calgary, Vancouver, Victoria, New York, and London and is affiliated with Burson-Marsteller worldwide. 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.

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