

Saskatchewan Chamber of Commerce Media Release

Jay's Moving & Storage Ltd. Named 2010 Saskatchewan Business of the Year

Regina, Saskatchewan, October 30, 2010 – Jay's Moving & Storage Ltd., serving over 400 locations in Saskatchewan, was named Saskatchewan's *Business of the Year* at the 27th Annual Achievement in Business Excellence (ABEX) Awards Dinner.

Jay's Moving & Storage was also the winner in the *Service* category.

Starting in 1965, as a small, family owned and operated trucking proprietorship, it has grown to 12 full service offices and warehouses with a staff of over 400 in Alberta and Saskatchewan. The company's modern vehicle fleet includes over 600 trucks and trailers.

Originating in the prairies, Jay's is proud of still being owned and operated in western Canada. The company also strongly believes in supporting the communities in which it is located, and Jay's continues to expand its moving and freight capabilities in order to better serve its customers.

"We are excited to name Jay's Moving & Storage Ltd. as Saskatchewan's 2010 Business of the Year," said Steve McLellan, CEO of the Saskatchewan Chamber of Commerce. "Business of the Year is an exclusive award recognizing success and potential in a variety of areas. Jay's has served the people of our province for over 45 years. Their attention to customer service is exceptional; they continually look for innovative ways to grow the company and serve their customers better. Jay's helps our province move every day, in one way or another."

Sponsored by the W. Brett Wilson Centre for Entrepreneurial Excellence, the *Business of the Year* is selected from all ABEX entrants and is awarded to the business demonstrating exceptional performance that is particularly outstanding and deserving of praise. The performance may represent either individual achievement or overall success. The Award is judged according to profitability, growth, stability, investment strategy, and impact based on the relative size of the corporation.

Approximately 750 people from across the province attended the 27th Annual ABEX Awards which occurred in Regina on October 30th, 2010.

Fourteen ABEX Awards in addition to the Business of the Year were presented to companies representing a variety of regions across the province. A complete list of 2010 ABEX Award Winners can be found below.

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The 2010 ABEX Award Winners

The TIA New Saskatchewan Product Award Sponsored by the Saskatchewan Research Council

WINNER: **NetSecure Technologies, Regina**

The TIA New Saskatchewan Product Award goes to a business demonstrating exceptional performance in launching a new Saskatchewan-made product, technology or service, which is original and has good commercial potential. The winner receives a \$10,000 monetary prize provide by Saskatchewan Research Council's Technology-in-Action Fund.

NetSecure Technologies created SmartSwipe, a personal credit card reader for customers to use online, which encrypts sensitive information so the customer is immune to online threats such as Malware, Spyware, and Keyloggers. SmartSwipe takes the risk of fraud away while providing a faster and easier method of shopping. Currently, SmartSwipe is being sold at major retailers throughout North America, including Future Shop, Dell, Staples, Amazon, Target, Best Buy, Staples, and Costco.

Contact:

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The New Venture Award Sponsored by Enterprise Saskatchewan

WINNER: **EXIT Realty Fusion - Regina**

The New Venture Award goes to a new business venture which has been in existence for 3 years or less and has shown positive performance in terms of current or expected profitability, job creation or entry into new markets. Financial criteria, as well as the nature of the new venture and its impact on job creation and market expansion are evaluated.

After 17 years in the real estate business Loretta Hughes and her husband Bob Hughes purchased an EXIT Realty franchise. The objective is simple – provide agents, buyers and sellers with a totally new real estate experience, one which puts a premium on continual training, strong ethics, a concern for the environment, community involvement and the goal to be the number one real estate company in Regina.

Contact:

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**The Community Involvement Award
Sponsored by BHP Billiton**

WINNER: Border Line Feeders Inc. - Ceylon

The Award for Community Involvement goes to a business demonstrating exceptional performance in its support of the arts and culture, amateur sports, education, or volunteer groups. Judging takes into account the relative size of the business. Greater consideration is given for involvement that is not an extension of the firm's main business activities.

Border Line Feeders operates a feedlot that was built by and supports local producers and residents. Border Line Feeders has developed a Community Investment Program, and through this program, as well as through other sponsorship opportunities, the company has supported the arts and culture, amateur sport, education, healthcare, and volunteer community groups.

Contact:
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Border Line Feeders Inc.
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**The Environment Award
Sponsored by SaskWater**

WINNER: Rescan Environmental Services Ltd. - Saskatoon

The Environment Award goes to a business that demonstrates excellence in the development of innovative programs, products and/or services offering improvement for environmental purposes. Improvements may relate to soil, air, water, noise or visual pollutants, or energy conservation. Consideration is given to the projected impact of the improvements, the relative size, nature and special conditions of the business, and other factors such as capital investment and innovation.

Rescan Environmental Services Ltd. offers complete environmental consulting solutions for its clients. They provide services to the private and public sectors, enabling customers to expand economic opportunities while minimizing environmental impacts. Rescan specializes in a variety of multi-disciplinary services including biological sciences, engineering, social economic services, archaeology and cultural heritage.

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**The Marketing Award
Sponsored by KPMG LLP**

WINNER: Diamonds of Detroit - Humboldt

The Marketing Awards goes to a business demonstrating exceptional performance in marketing. The jury evaluates the success of a marketing program, giving consideration to the nature of the product and the relative size of the business.

“Quality comes in a Burgundy Box” — Diamonds of Detroit’s commitment to excellence, along with honesty and integrity, has made the company a trusted source for jewellery. Quality service is an attitude, and that attitude has resulted in many new customers and repeat customers because of positive word of mouth. The company offers expanded jewellery lines, excellent customer service, and professional salesmanship appealing to all demographics.

Contact:
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Diamonds of Detroit
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**The Health Innovation Award
Sponsored by MD Ambulance Care, Regina Qu’Appelle Health
Region and Saskatoon Health Region**

WINNER: Crestline Coach Ltd. - Saskatoon

The Health Innovation award is presented to a Saskatchewan business that demonstrates excellence in the provision of health services, medical technology or the creation of products or services used by the health/medical sector in Saskatchewan or around the world.

Crestline, established in Saskatoon in 1975, has grown to become one of North America’s leading ambulance manufacturers and is also Canada’s largest supplier of small and mid-sized commercial buses for transit, paratransit, shuttle, and tour applications. Their vehicles are visible across the country and they have aggressively expanded their market presence in the US.

Contact:
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The Service Award
Sponsored by Handy Special Events

WINNER: Jay's Moving & Storage Ltd. - Regina

The Service Awards goes to a business demonstrating exceptional performance in providing quality customer service (wholesale and retail trade, purchasing and distribution, transportation, brokering, professional services, communications, financial, etc.), giving consideration to the relative size and particular conditions of the business, as well as the growth potential, stability, investment strategy, and quality of customer service initiatives.

With customer needs changing and evolving, so have Jay's service offerings: "Do whatever it takes" is the motto that still stands today. Jay's takes great pride in its ability to provide exceptional, personalized service to customers. Jay's has helped customers move locally, nationally and internationally and offers freight service to over 400 points in Saskatchewan with same day service and next day service to many locations.

Contact:

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The Growth & Expansion Award
Sponsored by PFM Capital Inc.

WINNER: The Mosaic Company - Regina

The ABEX Award for the Growth & Expansion is awarded to the business demonstrating exceptional performance in making capital investment. The jury evaluates the economic impact of capital investments, taking into account the relative size and nature of the business.

Mosaic is one of the world's leading producers and suppliers of potash and phosphates. In 2009, Mosaic commenced the second phase of a long term expansion plan in its Saskatchewan mines. The company has recently completed a 1.1 million tonne expansion at Esterhazy. Funding growth opportunities and internal investments to sustain peak operational efficiency is a top cash priority and one that is creating value for Mosaic shareholders.

Contact:

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The Export Award
Sponsored by the Saskatchewan Trade and Export Partnership

WINNER: Display Systems International, Inc. - Saskatoon

The ABEX Award for the Exports Category is awarded to the business demonstrating exceptional performance in exporting goods or services outside of Saskatchewan including increased export sales and successful entry into new markets.

Display Systems International (DSI) manufactures and markets video messaging systems, enabling users to create and manipulate text, graphic, and image/audio captured information for cable TV or private cable TV display. Products include a complete line of low cost, high performance display systems, featuring an easy-to-use menu driven interface and an advanced multiple function scheduling system. DSI's client list includes Time Warner, the University of Saskatchewan, and NASA Space Center.

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The Business Leader of the Year Award
Sponsored by Viterra Inc.

WINNER: Harry Watson – Triple 4 Advertising Ltd. – Moose Jaw

The Business Leader of the Year Award goes to an individual who exemplifies the qualities of the business visionary. This person has shown outstanding success in business or industry through the development of a new process, product or service or for meaningful contributions to the local business community.

Under the leadership of Harry Watson, Triple 4 Advertising has been educating its retailers on the changes happening in the grocery industry for years. Harry saw a need for independent grocer opinions to be heard and the ability to buy in a large group. Harry is known for strengthening the relationship between grocery retailers, his marketing innovation, and as an entrepreneur.

Contact:
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**The Young Entrepreneur of the Year Award
Sponsored by Cameco Corporation**

WINNER: Dr. Lorraine Forster, Prairie's Edge Development Corporation - Humboldt

The ABEX Award for Young Entrepreneur of the Year is awarded to an entrepreneur between the ages of 18-35 who has achieved success in the start-up and operation of a new or existing business. Eligible candidates must offer a product and/or service; have served at least ten customers; have an original concept; have long term goals, as well as strategies to meet those goals; and have demonstrated innovation by adapting to marketplace challenges.

Dr. Lorraine Forster is responsible for successful business ventures such as the Humboldt Veterinary Services P.C. and Prairie's Edge Development Corporation. Her recreational development projects, Water's Edge at St. Brieux and Lucien Lake, provide unique, family-friendly, and affordable serviced lakefront lots for the construction of recreational and retirement homes. In 2010, Lorraine teamed up with a partner to create Prairie View Properties.

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**The Aboriginal Business Partnership Award
Sponsored by SaskEnergy**

WINNER: Pronto Airways Limited Partnership - Saskatoon

The Aboriginal Business Partnership Award is presented to a business or individual who has demonstrated leadership and commitment to the growth of Aboriginal businesses in Saskatchewan. Primary emphasis is given to businesses or individuals with established practices, a record of support, proven accomplishments and a commitment to the highest ethical standards and practices.

Pronto Airways is part of the West Wind Group of Companies. The company was designed to meet the needs of both the communities and resource sectors of northern Saskatchewan, a region primarily consisting of Aboriginal communities. Pronto Airways invites these communities to share in ownership, allowing for greater opportunities of economic development and sustainable social well-being. In May 2010, Black Lake Denesuline First Nation acquired 25% of the company, providing economic development and employment opportunities for the area.

Contact:

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**The Honorary ABEX Award
Saskatchewan Roughrider Football Club**

The first ever Honorary ABEX Award is presented to a business or charity that is respected within the province and is outstanding with regards to community involvement, mentorship and/or economic development. The company chosen has affected Saskatchewan in a positive way and gives the province something to celebrate.

The Saskatchewan Roughrider Football Club is committed to their community. Over the years, the organization has worked hard to make “giving back” a priority to the local community as well as offer support to a variety of non-profit organizations throughout the province. The Saskatchewan Roughrider Football Club is the first to receive the Honorary ABEX Award!

Contact:

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**Saskatchewan Business Hall of Fame Inductee
Miners Construction**

The Saskatchewan Business Hall of Fame was established in 1990 to recognize those businesses which have demonstrated excellence over an extended period of time and which have contributed significantly to the economic well being of Saskatchewan and its residents.

Miners Construction is one of the oldest established commercial contracting firms in the province. With nearly 100 years in the construction industry, Miners has been involved in the construction of nearly every type of building and plant in Saskatchewan, including water treatment plants, medical centres, schools, processing facilities and warehouses. Miners Construction is the 23rd entrant into the Business Hall of Fame.

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