

Survey Reveals “I.R. All-Stars” are Quick, Accurate and Online

*Investor Relations Magazine to Honour Canada’s IR All-Stars
at Upcoming Awards Gala*

TORONTO, February 9th •, 2000 – An Angus Reid Group study for Investor Relations magazine reveals that companies that provide timely and consistent information for investors are regarded more favourably by Canada’s investment community than those that emphasize corporate governance. The study conducted for Investor Relations magazine in advance of their third annual Canadian IR Awards, uncovers the investment community’s perceptions of investor relations practices in Canada.

“Nearly 80 per cent of investment community respondents consider “consistency” and “timeliness of information” important factors in investment decision-making, versus 50 per cent who view corporate governance as important,” says Neil Stewart, North American Editor, Investor Relations magazine. “This is key because many companies devote resources to emphasizing quality of corporate governance over getting information out quickly, consistently, and conveniently for investors.”

This is just one of the many observations contained in the study which forms the basis for the third annual Investor Relations Magazine Canada Awards to be held on February 24, 2000 at the Royal York Hotel in Toronto. Hosted in conjunction with the Globe and Mail, the black-tie gala honours Canada’s “IR All-Stars” – those recognized by the investment community as providing excellent IR services. The gala is expected to attract approximately 500 investor, financial and corporate professionals including past winners BCE, Royal Bank, Mark’s Work Warehouse, The Thomson Corporation, Suncor Energy, and Bombardier.

Full results of the survey and the names of the winners in 16 categories including the “CIRI Grand Prix for Best Overall Investor Relations”, sponsored by the Canadian Investor Relations Institute (CIRI), are a closely guarded secret and will not be announced until the night of the awards.

Winners will also be announced in the following categories:

- Best IR by a CEO
- Best Investor Relations Officer
- Most Improved Investor Relations
- Best Senior Management Communications
- Best Investor Relations During a Takeover
- Best Financial Reporting
- Best Investor Relations in the US Market
- Best Corporate Governance
- Best Communications with the Retail Market
- Best Use of Conferencing
- Best Investor Relations Website
- Best Use of Financial Media
- Best Environmental Reporting
- Best Investment Community Meetings

“Our survey also revealed that the investment community has a growing preference for online communications. We are excited to be adding a new award this year, Best Use of Technology in IR, to recognize companies that are leading the way in multimedia communication,” said Stewart.

The Angus Reid Group surveyed 228 Canadian sell-side analysts, buy-side analysts, and portfolio managers between November 23, 1999 and January 6, 2000. The Carson Group, New York provided contact lists. Names of the award winners and the full results of the survey are kept secret until the night of the awards.

While the awards will be taking place in Toronto, the investment community across Canada can watch the event unfold on their desktop. Investor Relations magazine has partnered with IR-Live.com, a subsidiary of Stylus Strategic Communications Inc, a leader in developing next-generation, web-based communications solutions for the IR sector, to arrange a live webcast of the awards ceremony on www.irmag.com and www.ir-live.com.

About Investor Relations Magazine

Published in New York and London by Cross-Border Publishing, Investor Relations magazine is the only global publication focused on the interface between companies and their investors. Investor Relations magazine has hosted annual awards ceremonies in the U.S., the U.K., continental Europe and Canada since 1991, with combined attendance of more than 6,000 investor relations professionals.

-30-

For further information please contact:

Sarah Andrewes or Janine Waschuk
Fleishman-Hillard Canada
416-214-701

or

Neil Stewart, Editor
Investor Relations magazine
514-841-1260

or

David Saffran
Angus Reid Group
Senior Vice-President, Financial Services
416-324-2900

For tickets please contact:

Cheryl Hill
Investor Relations magazine
212-425-9649
EMAIL@irmag.com