

PRESS RELEASE

Da-Lee Group named one of Canada's 50 Best Managed Companies



Toronto, ON - February 21, 2012 - Da-Lee Group triumphed over hundreds of other applicants to win a 2011 Canada's 50 Best Managed Companies (Best Managed) award. This prestigious national award is sponsored by Deloitte, CIBC, National Post, and Queen's School of Business.

"We would like to congratulate Da-Lee and its entire workforce. Achieving Canada's highest level of Canadian business excellence takes a united effort and we are privileged to acknowledge such a strong team," said John Hughes, Partner, Private Company Services, Deloitte.

The management team and employees at **Da-Lee** have worked very hard in recent years to achieve challenging goals for both our unpaved road dust control business and our environmental services businesses. Specifically, employees of our dust control business have consistently outperformed our competitors in terms of level of service, product longevity and technical expertise. Our growing market share is a testament to these efforts. On the other hand, employees of our environmental services business have led an incredibly successful turn-around effort which has resulted in strong revenue and earnings growth over the past 5 years.

Established in 1993, the Canada's 50 Best Managed Companies is a national awards program, recognizing Canadian companies that have implemented world-class business practices and created value in innovative ways. Applications are reviewed by an independent judging panel that evaluates how companies address various business challenges, including new technologies, globalization, brand management, leadership, leveraging and developing core competencies, designing information systems, and hiring the right talent to facilitate growth.

"On behalf of our employees and business partners, we are truly thrilled to have received recognition as one of Canada's 50 Best Managed Companies," said David Rogers, CEO, "this award recognizes over 40 years of hard work and determination. I feel very fortunate to be a part of such a wonderful team and I'm confident that our employees will live up to this standard every day."

"We believe that there are three vital building blocks to sustainable growth: strategy, capability, and commitment; Da-Lee has demonstrated it is a model of success in all three areas and is duly recognized as one of Canada's 50 Best Managed" explained John Hughes, Partner, Private Company Services group with Deloitte, a national sponsor of the Best Managed program.

2011 winners of the Canada's 50 Best Managed Companies award, along with the Gold Standard winners, Requalified and Platinum Club members will be honoured at the annual Best Managed gala in Toronto on March 27, 2012. On the same date, the Best Managed symposium will address leading-edge business issues that are key to the success of today's business leaders.

About Canada's Best Managed Companies

Canada's 50 Best Managed Companies continues to be the mark of excellence for Canadian-owned and managed companies with revenues over \$10 million. Every year since the launch of the program in 1993, hundreds of entrepreneurial companies have competed for this designation in a rigorous and independent process that evaluates their management skills and practices.

The awards are granted on three levels:

- 1) Best Managed winner (one of the 50 new winners selected each year);
 - 2) Requalified member (repeat winners retain the Best Managed designation for two additional years, subject to annual operational and financial review);
 - 3) Gold Standard winner (After three consecutive years of maintaining their Best Managed status, these winners have demonstrated their commitment to the program and successfully reapplied for the designation. Companies may requalify for two additional years, subject to annual operational and financial review;
 - 4) Platinum Club member (winners that maintain Best Managed status for a minimum of six consecutive years).
- Program sponsors are Deloitte, CIBC, National Post, and Queen's School of Business.

For further information, visit www.canadas50best.com. Visit the online community for private companies the Best Managed channel on the Financial Post Executive site: <http://www.financialpost.com/executivebest-managed/index.html>.

About Da-Lee Group: www.daleegroup.com

For over 40 years, **Da-Lee** has provided its customers with incredible value in the areas of unpaved road dust control, calcium chloride and environmental services.

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