

MEDIA RELEASE

For immediate release

CANADIAN DIABETES ASSOCIATION CELEBRATES OUTSTANDING NATIONAL CORPORATE AWARD RECIPIENT

(Winnipeg, MB) November 23, 2007 – The Canadian Diabetes Association recently presented the 2007 Outstanding National Corporate Award to the North West Company at the 11th Annual Canadian Diabetes Association and Canadian Society of Endocrinology and Metabolism Professional Conference in Vancouver, British Columbia.

The outstanding National Corporate Award recognizes an innovative alliance or creative partnership that effectively creates a corporate partnership with the Canadian Diabetes Association.

The relationship with the North West Company (leading provider of food and everyday products to remote communities across Canada and Alaska) began in 2001 when Edward Kennedy completed the Rome Marathon as a member of Team Diabetes Canada. Since 2001, the North West Company has raised more than \$800,000 on behalf of the Canadian Diabetes Association and subsidizes teams of employees from remote communities to participate in Team Diabetes Canada. The North West Company encourages team members to return to their communities to share their experiences and encourages them to lead by example by choosing to live a healthy, active lifestyle. Team Diabetes Alumni from the North West Company have started walking clubs in some of the most remote communities in Canada. In December 2007, the North West Company will surpass their goal of \$1 million raised on behalf of the Canadian Diabetes Association.

“On behalf of The North West Company, thank you to all of our Team Diabetes members over the past five years,” said Edward Kennedy, President & CEO, North West Company. “Your training and fundraising have been exemplary. A special thanks to the support teams at North West and the Canadian Diabetes Association. Your work together is why we’ve been able to expand our commitment to the Canadian Diabetes Association each year!”

“The Canadian Diabetes Association is proud to recognize the achievements of its volunteers and partners. The Association could not meet its mandate without the outstanding help and support it continues to receive from individuals and organizations across the country. This year’s awards nominees and recipients have all truly helped to make a difference in the lives of the many Canadians affected by diabetes, and choosing the award winners was a difficult task,” says Dr. Richard (Sam) Rowe, Professor, Endocrinology & Metabolism and Chair, National Awards Committee for the Canadian Diabetes Association. “On behalf of the Canadian Diabetes Association I offer to all our award winners our congratulations for their dedication and hard work, as well our sincere gratitude and appreciation of the efforts of all those who were nominated.”

The Annual Canadian Diabetes Association and Canadian Society of Endocrinology and Metabolism Professional Conference brings together more than 2,500 diabetes clinicians, researchers and educators from across Canada and around the world to share their knowledge, ideas and experiences in diabetes.

The CDA/CSEM Professional Conference would not be possible without the assistance of GlaxoSmithKline, sanofi aventis, Merck Frosst, Merck Frosst Schering Pharmaceuticals

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The Canadian Diabetes Association works to prevent diabetes and improve the quality of life for those affected, through research, education, service and advocacy. With a presence in more than 150 communities, the Canadian Diabetes Association's strong network of assistance includes volunteers, employees, healthcare professionals and partners.

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