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**For immediate release**

**Pelmorex Media Inc. Requalified to Maintain Status as a Best Managed Company**

OAKVILLE, ON, February 12, 2008. Pelmorex Media Inc., the parent company of The Weather Network and MétéoMédia, was a winner of Canada's 50 Best Managed Companies program in 2006 and Requalified in 2007 to maintain their status as a Best Managed company.

"To be recognized two years in a row as one of Canada's best managed companies is truly an honour. The hard work and dedication at all levels of our organization has contributed to this achievement," said Pierre Morrissette, Chairman and Chief Executive Officer of Pelmorex Media Inc. "Our experienced team have continued to deliver the most reliable, accessible and comprehensive weather information to Canadians, and I'm proud to share this award with all employees."

Established in 1993, Canada's 50 Best Managed Companies is one of the country's leading business award programs, recognizing excellence in Canadian-owned and managed companies with revenues over \$10 million. Among the criteria to qualify, companies must have achieved superior results for the past three years. The panel of five judges for the 50 Best Managed Companies are accomplished individuals from Deloitte, CIBC Commercial Banking, Queen's School of Business and the National Post.

## **About Pelmorex Media Inc.**

Pelmorex Media Inc. is the parent company of The Weather Network and its French counterpart, MétéoMédia they are among the most popular media brands in Canada. They are the undisputed leader of weather information services in Canada across all mediums including cable, satellite, internet, wireless and newspapers. The specialty television networks are among the most widely distributed and frequently consulted television networks in Canada. The websites, [theweathernetwork.com](http://theweathernetwork.com) and [meteomedia.com](http://meteomedia.com), are among Canada's leading web services. All wireless carriers now distribute The Weather Network and MétéoMédia on their services. As the leading source of weather services in the commercial market, energy companies, municipalities, road services and numerous other commercial clients have their weather information needs met by The Weather Network and MétéoMédia. The growth of The Weather Network and MétéoMédia can be attributed to the continued focus and commitment put into providing the very best weather information to Canadians whose activities are dependant on weather.

## **About Canada's 50 Best Managed program**

Celebrating its 15th anniversary, 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) Platinum Club member (winners that maintain Best Managed status for a minimum of six consecutive years.) Program sponsors are Deloitte, CIBC Commercial Banking, National Post, and Queen's School of Business. For further information, visit [www.canadas50best.com](http://www.canadas50best.com).

### **For more information:**

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