

Announcement

August 23, 2011

Trace Associates Inc. Increases Fuel Efficiency of Fleet and Introduces Environmental Event Reporting System

Calgary, Alberta – Darrell Haight, President of Trace Associates Inc. (Trace), is pleased to announce that upgrades to Trace’s vehicle pick-up truck fleet are estimated to reduce fuel consumption by approximately 15%, leading to cost savings, as well as improved environmental performance. Additionally, Trace recently implemented an environmental event reporting system to share environmental learnings much the same way the safety industry shares near miss and incident reporting.

“Choosing more fuel efficient pick-up trucks, without going to a smaller truck, is an easy and effective way to positively impact our triple bottom line - profit, planet, and people” says Tami Rothery, Trace’s Corporate Social Responsibility Coordinator. “Trace has always incorporated small choices like adding tonneau box covers to the trucks; however, the change in engine type significantly improves our fuel efficiency,” Rothery adds.

These purchasing practices mean less emissions and pollution as a result of the many thousands of kilometres Trace employees travel each year - important steps in fulfilling Trace’s commitment to protecting the environment. Further, the cost savings found from these upgrades allow Trace to continue offering our services to clients without applying a fuel surcharge.

With respect to Trace’s environmental event reporting, Darrell Haight, President of Trace says “Environmental consulting firms should be leaders in environmental management and we are very excited about the environmental event reporting system we’ve implemented. It gives us a medium to share learnings regarding spills, energy conservation, recycling, waste minimization, wildlife issues, and many various other environmental aspects with the goal of reducing future events.”

About Trace Associates Inc.

Founded in 2006, Trace is a 100% employee-owned environmental consulting firm serving Western and Northern Canada from our five offices. Trace’s team of energetic professionals is capable of managing and efficiently completing all types of projects. We take pride in our enthusiasm, focus on safety, and client responsiveness.

Trace values its employees and provides a rewarding, collaborative, and secure working environment. At Trace, team members benefit from the opportunity to work on projects with renowned clients, take ownership in the company, and grow and develop their careers and skill sets within the firm.

Trace provides sustainable environmental consulting services to energy, real estate, development, and industrial clients during all stages of the project life cycle (planning, construction, operation, decommissioning, and redevelopment).

For further information on how Trace can help you improve your environmental performance, contact:

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