

Announcement

January 10, 2011

Trace Associates Inc. Supports “Movember” Campaign

Calgary, Alberta – Darrell Haight, President of Trace Associates Inc. (Trace), is pleased to share that Trace was able to support three separate individuals in their 2010 “Movember Challenge”, which raises funds and awareness in support of preventing and ending prostate cancer. Participants all over the globe commit to growing a moustache (or a “Mo”) for the entire month of November, generating conversations about men’s health somewhat akin to the Pink Ribbon campaign for breast cancer awareness.

Internally, the Principal Geologist with Trace, Colin Green, challenged fellow employees, friends, and family to participate in the challenge by raising awareness about the campaign and by sporting a rockin’ Mo for the entire month of November, and part of December. Individual employees donated to his campaign, as did Trace as an organization. Trace was also pleased to support participants outside of our organization, including some of our oil and gas clients, in their Movember campaigns.

Colin’s Remarks

Colin Green, the Principal Geologist with Trace, states: “My motivation for taking part stemmed from both an increasing general awareness of the disease as well as personal past impacts from cancer on close family and friends. More and more people are, have been, or will be touched in some way by this terrible disease. Since one person can only do this much on their own, it is important that everyone collaborates in attacking this one 'head-on' whilst having some fun in the process. Looking forward to Movember 2011.”

About Movember

In 2009, over 35,000 Canadian participants officially registered their “Mo” and their campaigns generated \$7.8 million for Prostate Cancer Canada - the second largest Movember campaign in the world. These funds enable Prostate Cancer Canada to fund vital research that will lead to better screening tests and treatment options and to run support services for men surviving prostate cancer. Further, a recent survey of the Movember community found that because of their involvement in Movember, 39% of participants sought medical advice, whilst a further 36% encouraged someone else to seek medical advice (<http://ca.movember.com/about/>).

About Trace Associates Inc.

Founded in 2006, Trace is a 100% employee-owned environmental consulting firm serving Western and Northern Canada. 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).

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