

Announcement

June 24, 2011

Trace Associates Inc. Increases Use of 100% Recycled Content Paper

Calgary, Alberta – One of our core values at Trace Associates Inc. (Trace) is balance; therefore, as of June 20, 2011, Trace is exclusively using Cascade's Rolland Enviro100 Copy paper. This Forest Stewardship Council (FSC) certified 100% post-consumer fibre paper is manufactured in Canada using biogas energy and does not use chlorine during processing. Enviro100 is the first paper brand to be certified under the revised EcoLogo CRD-077 standard, which identifies the most important environmental indicators from all stages of the product's life cycle.

This change substantially improves Trace's environmental performance and the following is the reduction in resource consumption that we expect annually:

- 5,000 gallons of water
- 1,600 pounds of air emissions
- 600 pounds of solid waste
- 4 full-grown trees

Trace's goal is to be an industry leader in environmental management, and this step will aid us in accomplishing our objective. The cardstock report covers and section dividers used by Trace have always been made from 100% post-consumer recycled content, and the switch to using Enviro100 paper further reduces the footprint of every printed report we issue.

Trace is able to provide our reports to our clients in a variety of paperless formats, including: secure FTP file transfer site, email, and CD. If you are interested in more information about these options or any of Trace's Corporate Social Responsibility (CSR) initiatives, please contact our CSR Coordinator, Tami Rothery, at trothery@traceassociates.ca. As always, we welcome your comments or questions, and appreciate your continued business.

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, contact:

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