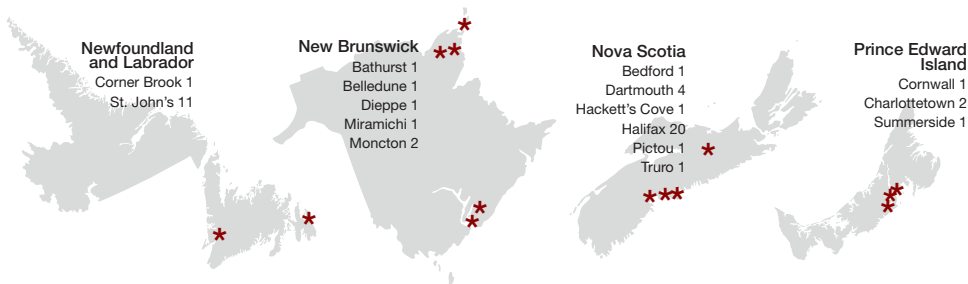


Regional overview

Top 50 CEO award winners compared to population and business activity.

Province	% Top 50 CEOs	Provincial Pop.*	Provincial pop as % regional pop.	Total businesses per province**	Total businesses as % provincial pop.	Total businesses as % regional business activity
Nova Scotia	56%	897,570	40%	52,518	6%	41%
Newfoundland and Labrador	24%	508,080	22%	25,202	5%	20%
New Brunswick	12%	719,710	32%	41,241	6%	31%
Prince Edward Island	8%	133,385	6%	9,985	7%	8%

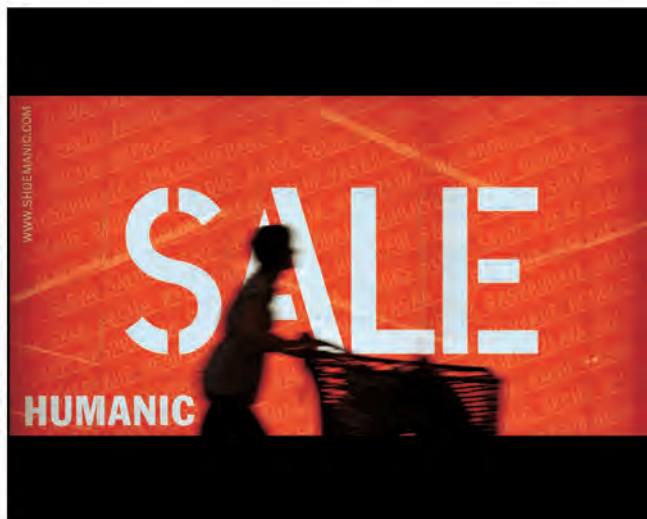
*Statistics Canada, 2005 figures, **Atlantic Provinces Economic Council, 2009 figures



Where are they?

City	No. of Top 50 CEOs
Halifax, NS	20
St. John's, NL	11
Dartmouth, NS	4
Charlottetown, PEI	2
Moncton, NB	2
Bathurst, NB	1
Belledune, NB	1
Bedford, NS	1
Corner Brook, NL	1
Cornwall, PEI	1
Dieppe, NB	1
Hackett's Cove, NS	1
Miramichi, NB	1
Pictou, NS	1
Summerside, PEI	1
Truro, NS	1

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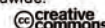
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Nova Scotia (28)

Jamie Baillie	President & CEO	Credit Union Atlantic	Halifax
Rob Bennett	President & CEO	Nova Scotia Power Inc.	Halifax
Charles Cartmill	President & CEO	LED Roadway Lighting Ltd. C-Vision Ltd.	Halifax
Peter Conlon	President & CEO	Nautel Limited	Hackett's Cove
Dr. J. Colin Dodds	President & Vice-Chancellor	Saint Mary's University	Halifax
Wadih Fares	President & CEO	WM Fares Group	Halifax
Malcolm Fraser	President	ISL web marketing and development	Halifax
Bert Frizzell	President & CEO	The Shaw Group Limited	Halifax
Richard Homburg	Chairman & CEO	Homburg Invest Inc.	Halifax
Dianne Kelderman	President CEO	Atlantic Economics Nova Scotia Co-operative & Credit Union Council	Truro
Ron Lovett	President & Owner	RFL Group of Companies	Halifax
Stephen Lund	President & CEO	Nova Scotia Business Inc.	Halifax
Nancy MacCready-Williams	CEO	Workers' Compensation Board of Nova Scotia	Halifax
Dr. Joan McArthur-Blair	President & CEO	Nova Scotia Community College	Dartmouth
Anne McGuire	President & CEO	IWK Health Centre	Halifax
Carole-Ann Miller	President	Maple Trade Finance Inc.	Halifax
Bret Mitchell	President & CEO	Nova Scotia Liquor Corporation	Halifax
Steve Murphy	Senior VP, Atlantic Provinces Division	Bank of Montreal	Halifax




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TOP 50 CEO
Statistical Review

Sean Murray	President & CEO	Advocate Printing and Publishing Company Ltd.	Pictou
Sean Stephen O'Regan	President & CEO	O'Regan's	Dartmouth
Phil Otto	President & CEO	Revolve	Bedford
Stephen Plummer	President & CEO	I.M.P. Group International Inc.	Halifax
Christine Power	President & CEO	Capital District Health Authority	Halifax
Robbie Shaw	President & CEO	IWK Health Centre Charitable Foundation	Halifax
Rob Sobey	President & CEO	Lawtons Drugs	Dartmouth
Josef (Jim) Spatz	Chairman & CEO	Southwest Properties Ltd.	Halifax
Rob Steele	President & CEO	Newfoundland Capital Corporation	Dartmouth
Ian Wilson	President	Wilson Fuel Co. Ltd.	Halifax

Newfoundland & Labrador (12)

Cathy Bennett	CEO	Bennett Group of Companies	St. John's
Ken Bennett	President	Johnson Corporation	St. John's
Rick Burt	Senior Vice President General Manager	(VIHAG) Cougar Helicopters Inc.	St. John's
Allison Chaytor-Loveys	CEO	Newfoundland and Labrador Credit Union Ltd.	St. John's
Frank Coleman	President & CEO	Coleman Group of Companies; Humber Valley Paving; Humber Valley Asphalt and Aggregates	Corner Brook
Bernard Collins	President	PF Collins International Trade Solutions	St. John's

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you above everything

Nora M. Duke	President & CEO	Fortis Properties	St. John's
Christopher Hickman	Chairman & CEO	Marco Group of Companies	St. John's
Captain Sidney Hynes	Executive Chairman	Oceanex Inc.	St. John's
Karl Kenny	President & CEO	Marport Deep Sea Technologies Inc.	St. John's
Earl Ludlow	President & CEO	Newfoundland Power Inc.	St. John's
Stephen Winter	President & CEO	Newfoundland Labrador Liquor Corporation	St. John's

New Brunswick (6)

Michelle Carinci	President & CEO	Atlantic Lottery	Moncton
Rayburn Doucett	President & CEO	Belledune Port Authority	Belledune
Pierre-Yves Julien	President & CEO	Medavie Blue Cross	Moncton
Barry Kyle	CEO	Industrial Rubber Company Ltd.	Bathurst
Terry Malley	President & CEO	Malley Industries Inc.	Dieppe
Donald Peters	President & CEO	Horizon Health Network	Miramichi

Prince Edward Island (4)

Ron Keefe	President & CEO	BioVectra Inc.	Charlottetown
John (Jack) Kelly	President	Bulk Carriers (P.E.I.) Limited	Cornwall
Dr. Brian McMillan	President	Holland College	Charlottetown
Brian Thompson	President	Vector Aerospace Engine Services- Atlantic	Summerside

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Karl Kenny

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Top 50 CEOs combined total revenue: \$12,608,792,099

Fastest 3-year revenue growth: 400% (Marport, Karl Kenny)

Top 50 CEOs total combined staff: 57,108

Fastest 3-year employee growth: 175% (Marport, Karl Kenny)

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kcrundwell@pacrimhospitality.com



Bernard Collins

“Why am I involved in so many professional associations?

For any company involved in international trade, it is vital to stay connected to other trade professionals to remain informed about constantly evolving legislation and industry trends.”

Top 50 CEOs total combined professional affiliations: 300

Average per CEO: 6

Highest for an individual CEO: 21
(Bernard Collins, PF Collins International Trade Solutions)



Sean Murray

"I was fortunate to have great mentors at an early age that taught me to impact others positively and try to leave things a little better than the way I found them. Business leaders bring a skill set and bias for action that is desperately needed in our non-profit and charitable sectors. We can no longer expect government to provide the wisdom and resources to solve many of the issues we face. When the right people get involved the results can be transformational."

Top 50 CEOs total combined volunteer organization commitments: 246

Average per CEO: 4.92

Highest for an individual CEO: 14

(Sean Murray, Advocate Printing & Publishing Co. Ltd.)

Highest combined professional and volunteer affiliations for a single CEO: 29

(Charles Cartmill, LED Roadway Lighting/C-Vision)

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**TOP 50 CEO
 Statistical Review**

**Total corporate charitable cash and in-kind donations (42 respondents):
 38,356,997**

**Top 10 Donors
 Donations as
 percentage of revenue
 (listed alphabetically)**

- Advocate Printing and Publishing (Sean Murray)
- Credit Union Atlantic (Jamie Baillie)
- ISL web marketing and development (Malcolm Fraser)
- Lawtons Drugs (Rob Sobey)
- Malley Industries (Terry Malley)
- Medavie Blue Cross (Pierre-Yves Julien)
- Newfoundland Capital Corporation (Robert Steele)
- Port of Belledune (Rayburn Doucett)
- Revolve (Phil Otto)
- Southwest Properties (Jim Spatz)

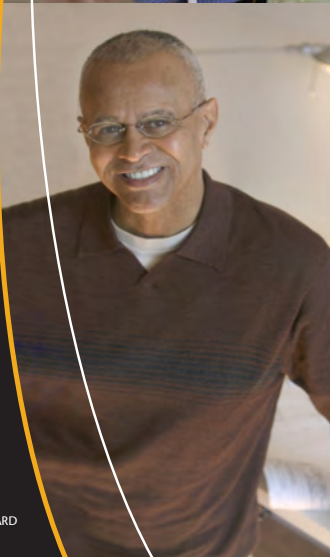
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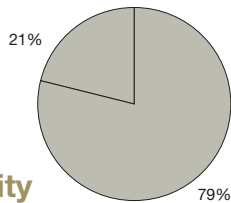


Phil Otto

"A popular saying is 'the soul of a community can be measured by how well it takes care of its weakest

citizens' and I fundamentally believe that a society of community leaders who are engaged volunteers and financial supporters sets the right example for peers, staff, clients and the next generation of business leaders to give back. A very important element of the Revolve brand is our corporate citizenship – it is part of our business strategy and our operating budget."

Top 50 CEOs by industrial activity



21% ARE GOODS-PRODUCING

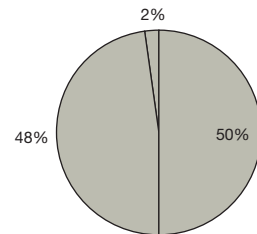
- 15% Manufacturing
- 4% Utility/power generation
- 2% Construction

79% ARE IN SERVICE INDUSTRIES

- 19% Professional, scientific and technical services (including health care)
- 12% Finance and insurance
- 12% Transportation and warehousing
- 10% Real estate, rental and leasing
- 8% Retail trade
- 7% Education
- 4% Accommodation and food services
- 3% Arts, entertainment and recreation
- 3% Wholesale trade
- 1% Information and cultural Industries

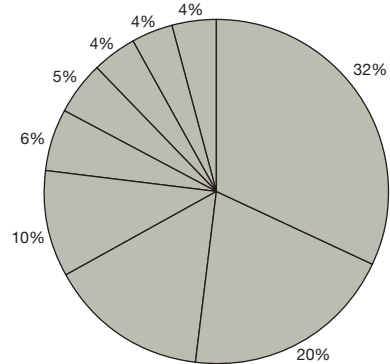
International trade

- 50% engaged in Import/Export Activity
- 48% working exclusively in Atlantic Canada/Canada
- 2% No response



Main markets

- 32% Atlantic Canada
- 20% Canada (outside Atlantic Canada)
- 15% United States
- 10% Europe
- 6% Asia
- 5% South America
- 4% Middle East
- 4% Africa
- 4% Australia



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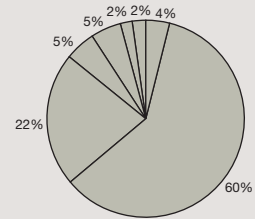
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TOP 50 CEO Statistical Review



Executive Compensation

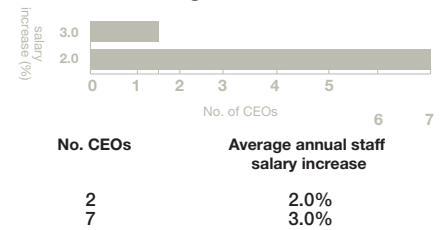
Top 50 CEOs by annual salary scale (based on 45 of 50 respondents):

4%	Less than \$100,000
60%	\$100,001-\$300,000
22%	\$300,001-\$500,000
5%	\$500,001-\$750,000
5%	\$750,001-\$1,000,000
2%	\$1,000,001-\$1,500,000
2%	Over \$1,500,000

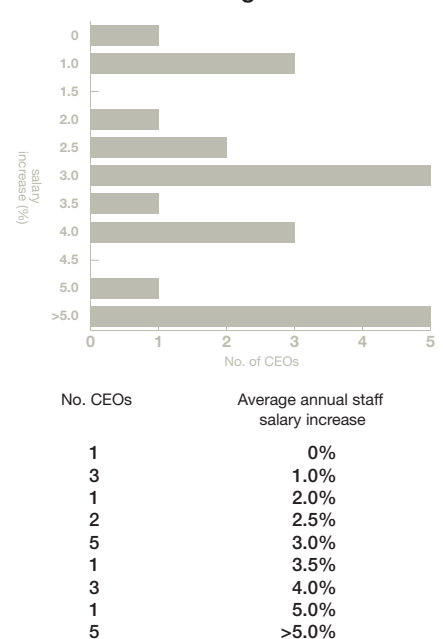
Battle of the Pay Scale

Comparison of 2009 salary increases in unionized and non-unionized companies headed by Top 50 CEOs.

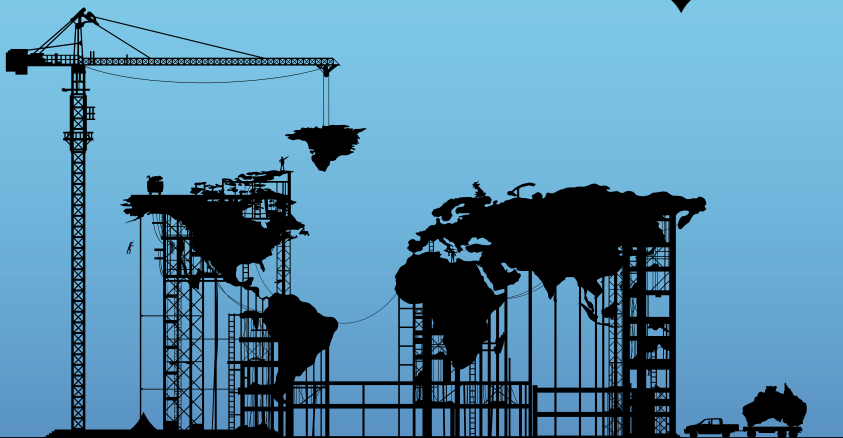
18% of Top 50 CEOs head unionized organizations



82% of Top 50 CEOs head non-unionized organizations



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Highest CEO salaries by industry:

OVER \$1,500,000

Real estate, rental and leasing

\$1,000,001-\$1,500,000

Transportation and warehousing

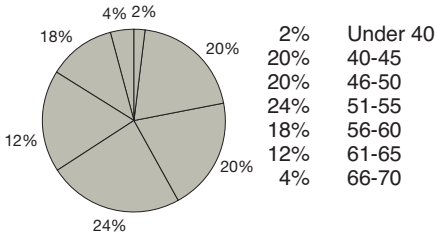
\$750,001-\$1,000,000

Arts, entertainment and recreation;
Finance and insurance

\$500,001-\$750,000

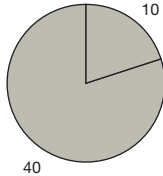
Accommodation and food services;
Information and cultural industries;
Manufacturing; Professional, scientific and technical services;
Real estate, rental and leasing;
Transportation and warehousing.

Top 50 CEOs by Age



Gender Ratio

10 Female
40 Male



Female Top 50 CEOs at a glance:

Total revenue: **\$2,749,982,342**

Total employees: **20,341**

Total professional affiliations: **53**

Total voluntary commitments: **43**

Total corporate donations

(7 of 10 respondents): **\$2,669,288**

CEOs by Marital Status

- 45 married
- 3 not married
- 2 no response

CEOs by Parental Status

- 45 have children
- 5 do not/no response

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- John MacIntyre,
General Manager/Owner, Pharmasave



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**TOP 50 CEO
Statistical Review**

Higher Education

CEOs	Highest level of education received
50%	Post-graduate
32%	Undergraduate
12%	High school or less
6%	College

Alma Mater

Post-secondary schools most attended by Top 50 CEOs:

1. Memorial
2. Dalhousie
3. Queen's
4. Saint Mary's
5. Mount Allison
6. St. Francis Xavier
7. Harvard
8. McGill
9. University of Western Ontario
10. Mount Saint Vincent

Daily Commute

CEOs	Vehicle normally drive
38%	SUV
25%	Luxury auto
20%	4-door Sedan (economy to mid-range)
8%	Pick-up truck
4%	Sports car
2%	Mini-Van
2%	2-door coupe (economy to mid-range)
1%	Motorcycle

Top 50 CEOs' most popular auto brands

- Toyota
- GMC
- Volkswagen
- Lexus
- Acura

Dream Machines

Top 50 CEOs' five most-wanted vehicles:

- BMW
- Porsche
- Mercedes Benz
- Audi
- Classic muscle car

Watercraft

Of the 17 CEOs who are boat owners:

59%	Speed boat
24%	Sail boat
17%	Yacht

Executive Class

Of the 50 CEOs, 6 either own or have access to corporate jets. | **ABM**



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