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The **Pottruff & Smith** Group of Companies **has been** recognized as one of this year's **75 Best Workplaces in Canada** as reported in a special national edition of *The Globe and Mail* on Monday, April 6th, 2009.

"Given that this award is primarily based on our staff responses to the survey, I'm especially delighted and not surprised. This group works, plays, supports, energizes, creates, and cares like no other before them at Pottruff & Smith – and we have had truly outstanding people from our inception in 1974", CEO Gary Pottruff was quoted as saying.

Presidents Michael Fitzgibbon (Pottruff & Smith Insurance Brokers Inc) and Jacques Gilbert (Pottruff & Smith Travel Insurance Brokers Inc.) were elated upon being informed of the award.

"For our insurance brokerages, perhaps more than many other businesses, people offer a critical edge", Fitzgibbon commented. "The product requires specialized and professional expertise. And our clients depend on our consultative and service skills to assist them. The people connection becomes so vital for both factors."

"Pottruff & Smith is a highly trained team that has proven its success," Gilbert added. "Not only are we continually recognized for our service, our staff's creativity and innovation has brought accolades from clients seeking a competitive edge, especially as a hardened economy demands greater resourcefulness."

About the Pottruff & Smith Group of Companies

The Pottruff & Smith Group of Companies is comprised of Pottruff & Smith Insurance Brokers Inc. and Pottruff & Smith Travel Insurance Brokers Inc. The two companies, employing 153 specialized staff members, provide top quality insurance coverage to retail organizations, associations, groups, and individuals across Canada for home, auto, business, employee group benefits, life and health, and travel.

This is the second year that Pottruff & Smith Insurance Brokers Inc has been awarded the honour and the first year that Pottruff & Smith Travel Insurance Brokers Inc. has been part of the submission.

About the "Best Workplaces in Canada"

This list of "Best Workplaces in Canada" is compiled by Great Place to Work® Institute Canada. The competition process is based on two criteria: two-thirds of the total score comes from a 57-statement survey completed by a random selection of employees, along with their open-ended comments about their organization; the remaining one-third of the score comes from an in-depth review of the organization's culture, including an evaluation of HR policies and procedures. This offers a rigorous representation of the organization from an employee perspective, and an overall portrait of the workplace culture. Together, they provide crucial data relative to the five trust-building dimensions of a Great Place to Work®: credibility, respect, fairness, pride, and camaraderie. More than 29,000 employees participated in the 2009 "Best Workplaces in Canada" survey.

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