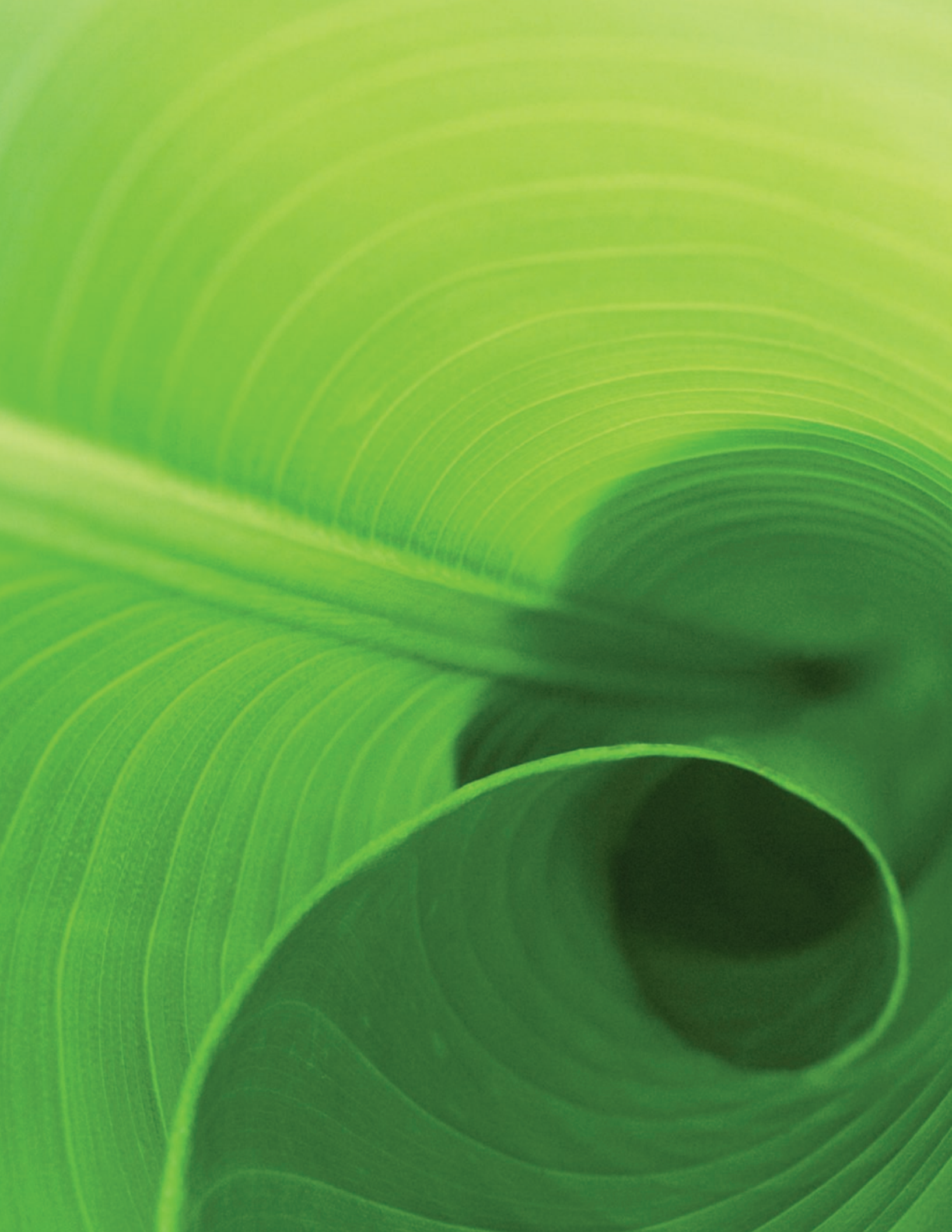


**PATTISON
SIGN GROUP**

Think
Be Green

CORPORATE
SUSTAINABILITY
REPORT - 2011







Think Green. Be Green.

PATTISON SIGN GROUP
CORPORATE
SUSTAINABILITY
REPORT - 2011



PRODUCTION NOTES

Printed in Canada on
Rolland Enviro 100 Print, 100 lb. Cover
and 80 lb. Text

100% post-consumer Paper,
certified EcoLogo, Processed Chlorine Free,
FSC Recycled and manufactured by Cascades
using biogas energy.

05/2011

CONTENT OF THE REPORT

Scope of the Report	3
Statement from the Assurance Provider	3
Message from the Chairman	4
Message from the President	5
Pattison Sign Group	6
Pattison Sign Group – An Overview	8
A Rich History in the Sign Industry	10
Mission Statement, Vision Statement and Core Values	11
Our Clients	13
Pattison Sign Group – A Success Story	15
Our Journey Towards Sustainable Development	16
An Employer of Choice	18
Part of Communities	20
Our Relationship with the Environment	21
Preparing our First Corporate Sustainability Report	23
Table of the GRI Standard Disclosures	24

Any questions regarding this Corporate Sustainability Report or the sustainability practices at Pattison Sign Group can be directed to:

Jacque Duguay, P. Eng.
Vice-President, Operations

120 – 7885 North Fraser Way,
Burnaby, BC
V5J 5M7, Canada
jduguay@pattisonsign.com

Tel: (604) 215-5526
Toll-Free: (800) 663-3737
www.pattisonsign.com

SCOPE OF THE REPORT

Pattison Sign Group is proud to present its first Corporate Sustainability Report.

This report is aligned with the reporting practices of the Global Reporting Initiative (GRI) G3 Sustainability Reporting Guidelines. The report covers the period of the calendar years of 2009 and 2010. The intention of Pattison Sign Group (PSG) is to publish a Corporate Sustainability Report (CSR) every two years.

Since the primary persons able to ensure the sustainability of any corporation are its own employees, this report was prepared with the active involvement of internal PSG personnel, with the support of external advisors as necessary.

THE SELF-DECLARED GRI APPLICATION LEVEL IS C+.



STATEMENT FROM THE ASSURANCE PROVIDER

Dr. Yves Gagnon, K.C. Irving Chair in Sustainable Development at the Université de Moncton (Canada), acted as an external Sustainable Development Advisor to Pattison Sign Group.

The external assurance provider supported PSG with its review of the GRI G3 Reporting Framework, content and materiality of the report, and the selection of the initial Performance Indicators. This review included interviews with PSG management and staff; discussion of management systems and internal processes used to generate and report on data; document review on a sample basis; and, assessment of the information provided for reliability, clarity, balance, comparability, accuracy and timeliness. Nothing has come to the attention of the external assurance provider that causes him to believe that the report's content is not, in all material respects, presented fairly in accordance with the relevant criteria.

MESSAGE FROM THE CHAIRMAN



Pattison Sign Group is a proud member of The Jim Pattison Group.

This report was prepared during one of the most difficult economic periods since the Great Depression. Nonetheless, Pattison Sign Group performed remarkably well and, in fact, exceeded our expectations. These results are due to the support of our customers and to the commitment of our employees, thus confirming our firm belief that customer satisfaction is more important than ever.

It is important that we continue to focus on our responsibilities to the environment and to society as a whole. This first Corporate Sustainability Report of Pattison Sign Group reflects our goal of becoming an even more sustainable organization economically, socially and environmentally.

We recognize that the sustainable development practices of Pattison Sign Group are important for all its stakeholders. Clients and employees benefit from working with a stable company, and communities benefit from the presence of a sustainable company that provides jobs, generates wealth and protects the environment. We hope that the processes we are putting in place will help us provide even better products and services to our clients, while being an employer of choice and an exemplary corporate citizen within our communities.

This report provides our stakeholders with an overview of the proud history of our sign division, as well as the current initiatives of the Pattison Sign Group to improve energy efficiency, to reduce waste, to respect and engage our employees, and to contribute to communities. It also outlines the vision that will guide our future actions. Based on the bedrock values of integrity, customer satisfaction and quality, we will undertake innovative actions and seize opportunities that demonstrate a commitment to do our part to meet the on-going challenges of sustainable development.

Jim Pattison

Chief Executive Officer & Chairman
The Jim Pattison Group

"THIS FIRST CORPORATE SUSTAINABILITY REPORT OF PATTISON SIGN GROUP REFLECTS OUR GOAL OF BECOMING AN EVEN MORE SUSTAINABLE ORGANIZATION ECONOMICALLY, SOCIALLY AND ENVIRONMENTALLY."

Jim Pattison

MESSAGE FROM THE PRESIDENT



The traditional measure of success of a corporation is the "bottom line" of its economic performance. We look at more than that.

In the context of sustainable development, the triple bottom line of economic prosperity, social development and protection of the environment provides a better representation of the achievements of an organization. Therefore, sustainable development is not only about the future of the Pattison Sign Group, but also about the future for our employees and the communities where we are present.

We recognize that the main strength of our organization is our people and their high level of professionalism, dedication and integrity. Every day, we all strive for the shared objectives of absolute client satisfaction and ultimate product and service quality.

That is why we have engaged our employees in preparing this first Corporate Sustainability Report as part of an overarching Sustainable Development Initiative.

While we were preparing this report, we were also developing a culture of sustainability. Continued support for the awareness, ideas and leadership of our employees about sustainable development is fundamental for us to become an even better corporate citizen.

I am proud of the work of the PSG Green Team and the CSR Reporting Team and look forward to their on-going discussions, initiatives and innovations. I am also confident that this report will help Pattison Sign Group to go further on our journey towards sustainable development.

Not only have we learned the requirements and incremental approach of the GRI G3 Reporting Framework, but we have had opportunities to debate the sustainability issues that confront the sign industry and our various operations. We have identified the key performance indicators that will allow us to measure and quantify our progress as we move forward. We have identified the stakeholders with whom we will engage as we seek to demonstrate our leadership and expertise in the sign industry.

Don Bélanger

President - Pattison Sign Group

"IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT, THE TRIPLE BOTTOM LINE OF ECONOMIC PROSPERITY, SOCIAL DEVELOPMENT AND PROTECTION OF THE ENVIRONMENT PROVIDES A BETTER REPRESENTATION OF THE ACHIEVEMENTS OF AN ORGANIZATION."

Don Bélanger

PATTISON SIGN GROUP

Pattison Sign Group remains a North American industry leader in brand management and full-service signage solutions. The main activities of Pattison Sign Group are the design, manufacture and marketing of a complete range of visual communication products and services. Our line of products includes illuminated and non-illuminated signs, LEDs, contemporary neon (on a limited basis), electronic displays and communication systems, highway spectaculars, awnings, canopies, billboards, menu boards, interior signage, and various on-premise advertising identification signs. In addition, our services help our customers achieve their physical branding strategies by offering design translation into cost-effective products, site development, project management and sign maintenance.

PSG is a wholly-owned division of Jim Pattison Industries Ltd, which is part of The Jim Pattison Group, a 100% privately-owned Canadian-based company.

With more than 700 dedicated employees, 4 manufacturing facilities, and 14 strategically located sales and service centers throughout North America, Pattison Sign Group not only manufactures thousands of quality signage elements every year, but also leases and maintains over 40,000 signs. Pattison Sign Group combines international reach with local knowledge, experience and service.

During the reporting period, Pattison Sign Group was pleased to open a new Sales and Operations office in Knoxville, Tennessee and a Sales office in Phoenix, Arizona. While this resulted in a consolidation of the Atlanta office, it in effect strengthened Pattison Sign Group's position in the United States. No other changes in regard to the size of the corporation, its structure and its ownership were experienced during the reporting period.

CORPORATE GOVERNANCE

With Head Offices in Toronto, Canada, and Knoxville, Tennessee, for its US operations, the governance of Pattison Sign Group is assured by a dedicated Senior Management Team, who reports directly, on a quarterly basis, to the Corporate Management of The Jim Pattison Group. The Management Team of Pattison Sign Group is composed of the following members:

SENIOR MANAGEMENT

Don Bélanger
President
Edmundston,
New Brunswick, Canada

OPERATIONAL DIRECTORS

The Operational Directors are responsible for leading the various operational departments across the Sign Group. This includes delivering the required balance of operational excellence, product quality, responsiveness, customer service, and new product commercialization in a safe and collaborative working community. They include:

Daniel Laplante
Director of Operations,
Eastern Region
Edmundston, New Brunswick,
Canada

SALES MANAGERS

The Sales Managers are responsible for leading sales teams in various parts of the North American marketplace. The objectives of the Sales Management Team is to develop a world-class sales organization by fostering existing customer relationships, creating new opportunities, and implementing our go-to-market strategy to ensure continued growth for PSG. They include:

Stéphane Lanoue
Sales Manager,
Eastern Region
Montreal, Quebec, Canada

CONTROLLERS

The Controllers, and the PSG Financial Team as a whole, have the mandate of protecting the assets of the company and measuring the financial performance, while supporting the other functions within the organization. They include:

Vince Santaguida
Corporate Controller
Toronto, Ontario, Canada

PATTISON SIGN GROUP FACILITIES



Think Green. Be Green.



Rick Macina
Senior Vice-President and CFO
Toronto,
Ontario, Canada

Jacque Duguay
Vice-President, Operations
Vancouver,
British Columbia, Canada

David Zimmerman
Vice-President, U.S. Operations
Knoxville,
Tennessee, United States

Luce Lavoie
Director of Business Analysis and IT
Edmundston,
New Brunswick, Canada

Kim Brumwell
Director of Operations,
Central Region
Toronto, Ontario, Canada

David Konowalchuk
Director of Operations,
Western Region
Penticton, British Columbia, Canada

Robert Corsetti
National Director of Installation
and Maintenance
Toronto, Ontario, Canada

Anthony Hollyoak
Director, Business Development,
Central Region
Toronto, Ontario, Canada

Tony Kwan
Sales Manager,
Western Region Prairies
Calgary, Alberta, Canada

Aurelio DiNunzio
Sales Manager
Western Region BC
Vancouver, British Columbia, Canada

Jon Haley
Director of Sales, U.S.
Knoxville, Tennessee, United States

Franco Ferrari
Sales Manager, National Accounts
Vancouver, British Columbia, Canada

Jacques Morin
Controller,
Eastern Region
Edmundston, New Brunswick, Canada

Sandro Rosati
Controller,
Central Region
Toronto, Ontario, Canada

Grace Migliore
Assistant Controller,
Western Region
Toronto, Ontario, Canada

- ▲ Head Offices (Canada and United States)
- Sales and Service Centers
- Manufacturing Facilities



PATTISON SIGN GROUP – AN OVERVIEW

PSG has roots dating
back to **1904**.

PSG employs over
700 employees.

PSG has Head Offices in
Toronto, Canada, and in
Knoxville, Tennessee
for its U.S. operations.

PSG had annual revenues
exceeding

\$ 135 million
in 2009 and in 2010

PSG has **four** manufacturing
facilities, **strategically**
located to service
North America.



PSG has **14 sales and services centers** throughout **North America.**

PSG is certified

ISO 9001: 2008
OHSAS 18001: 2007

PSG is able to offer service in three languages:
English, French
and **Spanish.**

PSG has a **Total Quality Management Program** in place.

PSG has over
150,000 square feet
of manufacturing facilities.

PSG has **recycling programs** in place for paper, cardboard, plastic, wood, steel and aluminum material, waste paint and waste oil .

The Jim Pattison Group (2010)

Sales: **\$7.2 billion**

Worldwide Locations: **455**

Employees: **Over 33,000**

A RICH HISTORY IN THE SIGN INDUSTRY

- 1904** E.L. Ruddy Co. Ltd. is established in Toronto, Ontario
- 1908** Martel-Stewart Ltd. is founded in Winnipeg, Manitoba
- 1928** Neon Products of Western Canada Ltd. is established in Vancouver, BC
- 1929** Claude Neon acquires the licence to produce neon and is founded in Montreal, Quebec

Claude Neon acquires E.L. Ruddy to create a new franchise
- 1956** Neon Products of Western Canada Ltd. changes its name and becomes known as Neon Products of Canada Ltd.
- 1958** Neon Products of Canada Ltd. builds a new state-of-the-art manufacturing facility in Toronto, Ontario
- 1963** Enseignes Imperial Signs is established in Edmundston, New Brunswick
- 1968** Jim Pattison Industries Ltd. acquires Neon Products of Canada Ltd. and the sign group is born
- 1971** Cummings Signs of Canada Ltd. is established in Brampton, Ontario
- 1979** Jim Pattison Industries Ltd. acquires Claude Neon and it becomes part of the sign group
- 1983** Jim Pattison Industries Ltd. acquires Cummings Signs of Canada Ltd. and it becomes part of the sign group
- 1987** Jim Pattison Industries Ltd. acquires Martel-Stewart Ltd. and it becomes part of the sign group

Jim Pattison Industries Ltd. acquires Heath Northwest based out of Washington and Oregon states, USA
- 1988** Jim Pattison Industries Ltd. acquires Oregon Sign Company based out of the US Pacific Northwest
- 1993** Cummings Signs of Canada Ltd., Martel-Stewart Ltd. and Claude Neon (Ontario) consolidated to form Neon Products, a division of Jim Pattison Industries Ltd.
- 1997** Jim Pattison Industries Ltd. sells Heath Northwest
- 1998** Jim Pattison Industries acquires Enseignes Imperial Signs

Big Aluminum Letter Signs is established in Orillia, Ontario
- 2002** Neon Products, Claude Neon, Enseignes Imperial Signs and Big Aluminum Letter Signs change their company names and become known as Pattison Sign Group
- 2003** Pattison Sign Group opens two new manufacturing facilities in Limestone, Maine, and Penticton, BC
- 2004** Pattison Sign Group acquires Maltese Signs based out of Atlanta, Georgia
- 2009** Pattison Sign Group establishes a new U.S. Headquarters in Knoxville, Tennessee
- 2011** Pattison Sign Group publishes its first Corporate Sustainability Report

WE HAVE A LONG HISTORY.

MISSION STATEMENT

To provide our customers with complete turn-key physical branding solutions that offer the highest value, provide peace of mind, and maximize their brand promise. We accomplish this through teamwork, trust, integrity, creativity, and our commitment to sustainable development.

VISION STATEMENT

Become a global leader in brand management.

CORE VALUES

Integrity - Truth and honesty are fundamental to who we are and how we conduct our business relationships.

Customer Satisfaction - We are totally committed to exceed our customers' expectations.

Quality - We are a recognized leader for quality and high environmental standards.

WE EXPECT TO HAVE A LONG FUTURE.



OUR CLIENTS

Pattison Sign Group continues to service a wide range of companies, both local and international, as their supplier of choice for their sign solutions in North America. Through our international partnerships, we also have the ability to service global clients in Mexico and Puerto Rico.

Through the years, Pattison Sign Group has delivered projects to some of the largest, well-known companies in various industry sectors, with some current clients indicated:

AUTOMOTIVE

Ford | General Motors | Honda | Toyota | Volkswagen | Hyundai | Kia | Enterprise Rent-a-Car

BANKING

Citibank | Bank of Montreal | National Bank | Morgan Stanley Smith Barney | TD Canada Trust | VanCity | Money Mart

HOTELS

Best Western | Holiday Inn | Delta | Fairmont

PETROLEUM

Husky | Ultramar

RESTAURANTS

McDonald's | St. Hubert Restaurants | Earl's Restaurants | Ruby Tuesday's

RETAIL

Best Buy | Jean Coutu | Rona | Couche Tard | The Source by Circuit City | Wal-Mart Canada | Mac's | Circle K | Dollar Giant

TELECOMMUNICATIONS

Bell | Rogers | Telus | Clearwire

GOVERNMENT

Government of Canada | Various North American Cities

2010 INDEPENDENT CUSTOMER SATISFACTION RESULTS

Pattison Sign Group prides itself through a comprehensive survey of clients. Conducted every two years by an independent third party, the survey provides valuable feedback for our corporation and an indication of the level of customer satisfaction. Some of the results from the last survey in February 2010 include the following:

PRODUCTION OF HIGH QUALITY SIGNS	99.1%
<i>"Product has been good over the last 20 years." "(the quality) continues to be excellent."</i>	
OVERALL CUSTOMER SATISFACTION	95.3%
<i>"We have experienced EXCELLENT customer service." "I would recommend Pattison to any client."</i>	
MAINTENANCE AND AFTER SERVICE	96.7%
<i>"Pattison is the best signage company we have dealt with."</i>	
BUSINESS RELATIONSHIPS	99.0%
<i>"(Our rep is) great on follow-up. He is honest and direct and resolves issues quickly."</i>	

PARTNERS

With our network of installers growing each year, Pattison Sign Group has quality partnerships throughout North America. We work closely with our partners to guarantee the service and that the products meet exacting standards.

While PSG strives to continuously improve its own performance, we will engage our partners in a dialogue about best practices that contribute to sustainability, and will report on our shared progress in future sustainability reports.

PSG also has some of the most strictest installer policies in the industry. We have stringent processes in place to make sure our partners meet rigorous guidelines, while individual companies are screened on an on-going basis to ensure they possess the right equipment and knowledge to install our products, and are required to inspect each completed and installed project.

RESEARCH AND DEVELOPMENT

Our Research and Development (R&D) department has a clear mandate to keep Pattison Sign Group on the leading edge of technical innovation, integrating significant benefits to PSG's manufacturing processes and environmental performance. As a result, PSG integrates a wide range of manufacturing techniques to produce an impressive variety of finished products.

Our R&D department has developed specialized materials, tooling, dies, assembly techniques, manufacturing systems and energy saving alternatives in an effort to deliver a finished product that exceeds the expectations our customers have with regards to quality and sustainability. PSG has developed several new product lines after clients invited us to meet their challenges. From LED cost-saving energy initiatives, to providing our customers with the most environmentally-friendly products, our R&D team has all the bases covered.

PSG believes that success and sustainability are only possible through constant innovation. It is this belief that has driven us to the forefront of visual communication technology and made us a leader in the industry.



PATTISON SIGN GROUP – A SUCCESS STORY

Pattison Sign Group is more than a “Sign Company”, as proven by the various awards it received over the reporting period of this report.

2008

Business Achievement Award

*Orillia District Chamber of Commerce
Orillia, Ontario, Canada*

Recognition for the Green Initiatives of PSG which made a noticeable effort in product development or conservation practices that have a positive impact on the environment

2008

Industry of the Year

*Madawaska Community Economic Development Agency
Edmundston, New Brunswick, Canada*

Recognition for capital investment and business growth.

2009

Best in Show Imagemaker Competition

Sign Association of Canada

Recognition of outstanding achievements in the production of commercial images. The Best in Show Award was given to a solar powered pylon sign designed and built by Pattison Sign Group.

2009

Prix 30^e anniversaire du CENB

Conseil économique du Nouveau-Brunswick

Moncton, New Brunswick, Canada

Recognition for enterprises that have marked the entrepreneurial spirit of the province of New Brunswick in the last 30 years.

2009

Industry of the Year

*Penticton Chamber of Commerce
Penticton, British Columbia, Canada*
Recognition for the charitable work and the support of the community.

2010

Outstanding Management Award

*The Jim Pattison Group
Vancouver, BC, Canada*

Awarded in 2009 and 2010 to the President, Don Bélanger, the award recognizes the exceptional results achieved by Pattison Sign Group in those years.



OUR JOURNEY TOWARDS SUSTAINABLE DEVELOPMENT

For its first Corporate Sustainability Report, Pattison Sign Group could have called upon external consultants to produce a report that would have met the objectives of the exercise.

But we wanted to do more. And do better.

The Environmental Policy of our parent company states that The Jim Pattison Group is committed to protect the environment by ensuring that environmentally sound practices are adopted throughout its operations and expects the same commitment from the businesses in which it invests.

Aligned with this policy, and building on its leadership in the sign industry for design, waste reduction and recycling, Pattison Sign Group has engaged in a Sustainable Development Initiative. The objective of this initiative is to document and improve the PSG sustainability indicators in terms of its economic, social and environmental performance, with the vision that this will benefit our current and potential clients, our employees and their families, while improving our relationship with the communities in which we do business.

THE GUIDING PRINCIPLES OF THE PSG SUSTAINABLE DEVELOPMENT INITIATIVE ARE:

- *Commitment by the Senior Management of PSG;*
- *Covers the triple bottom line of sustainable development, namely economic prosperity, social considerations and protection of the environment;*
- *Accountable to clients, employees, communities and owner;*
- *Builds on a foundation of honesty and integrity to assure the credibility of the initiative;*
- *Incremental in scope and in time; and,*
- *Promotes employee engagement.*

Building on the guiding principle of employee engagement, Pattison Sign Group has created its own Green Team to identify and promote environmentally sound practices within our company and to guide our actions in reaching our sustainability objectives. The Green Team is composed of both management and staff, with representation from every region of PSG, and supported by an external Sustainable Development Advisor. The mandate of the Green Team is to provide the continuous direction and define the specific actions to reach the objectives of the PSG Sustainable Development Initiative, to become a champion of sustainable development and be accountable for the sustainable development actions and activities in their respective facilities and regions.

**Green
Team**

**Manag
Tea**

**PSG
Corpo
Sustain
Rep**



THE SLOGAN FOR OUR INITIATIVE,

**“THINK GREEN.
BE GREEN.”**

captures the essence of our approach: determining where we want to be, then planning appropriately to achieve our goals. It is an incremental process, both in scope and in time.

THE CORPORATE SUSTAINABILITY REPORT IS A CENTRAL ELEMENT OF THE SUSTAINABLE DEVELOPMENT INITIATIVE SINCE IT WILL:

- Provide a framework to document the triple bottom line of PSG (economic, social and environment performances);
- Provide a framework to analyse the current practices at PSG, to identify areas for improvements and to set goals;
- Inform the various stakeholders of PSG – Customers, employees, suppliers, communities, etc.;
- Provide a mechanism to better address the concerns and needs of our clients; and,
- Allow PSG to be a better corporate citizen.

CSR Reporting Team

THE CSR REPORTING TEAM IS A PART OF THE GREEN TEAM, WITH THE ADDITION OF A MEMBER FROM THE SENIOR MANAGEMENT TEAM.

The mandate of the CSR Reporting Team is to guide the development of the Corporate Sustainability Report, to identify information for the key G3 Profile Disclosures, to delineate the boundaries of the report, to select the G3 Performance Indicators for the report, and to validate the report before its submission for approval by the Senior Management Team.

Effective sustainable development approaches involve building the knowledge base of employees in regards to sustainable development. Initially involving the Senior Management, the Green Team and the CSR Reporting Team, activities will reach all employees of PSG as the initiative develops and becomes part of the PSG corporate culture.

SINCE THE ACTIVITIES OF PSG IMPACT THEM DIRECTLY, THE MAIN STAKEHOLDERS OF THE SUSTAINABLE DEVELOPMENT INITIATIVE, AND THE CORPORATE SUSTAINABILITY REPORT ARE:

- Current and potential clients;
- Current and prospective employees;
- Family of employees and the communities where PSG is present;
- Public in general; and,
- Owner.

AN EMPLOYER OF CHOICE

Building on the fundamental values of customer satisfaction and employee recognition of our parent company, Pattison Sign Group is viewed as an employer of choice.

All facilities of Pattison Sign Group have hiring practices that tap into the local talent pool, both for production staff and for management personnel. With respect to the company's management, all five persons on the Senior Management Team are from local communities where PSG is present, and four of them have been promoted to their current position from within the company.

At Pattison Sign Group, employees are valued not only for their work and their productivity; they are also valued as individuals. We provide an annual evaluation to all employees, whether verbal or written based on the employment type and the region. We have also put in place several measures that ensure that the ideas and values of all employees are taken into consideration.

Building on the experience of several facilities of PSG, we currently have a practice of regular meetings of all employees, whether they are production staff or whether they are part of management.

Similarly, PSG facilities have "Suggestion Boxes" accessible to all employees, where they can provide ideas and suggestions to the management of PSG.

The Jim Pattison Group has many policies, and in fact; a corporate culture, that encourage employees to provide recommendations and feedback to all level of management, including Senior Management. We are committed in formalizing the feedback process to encourage even more employees to do so.

Clients can also provide advice and suggestions to the Management of PSG through the every two years customer surveys. These surveys, performed by independent third party consultants, are a means for Pattison Sign Group to better understand its clients, but also to evolve as a corporation.

Employment turnover rates can be influenced by several factors, some not under the control of the employer. As a company, Pattison Sign Group makes all reasonable efforts to assure stability in its personnel. In 2009, the turnover rates, as a function of gender and regions, were as follow:

Region	Turnover Rate		
	Total (%)	Male (%)	Female (%)
Eastern	9.9	8.6	13
Central	8	12	3
Western	28	31	22
USA	14	16	8

All regions have a Joint Health and Safety Committee, which applies to all employees. The composition of these committees is as follows:

Region	Members		
	No.	Management (%)	Non-Management (%)
Eastern	8	50	50
Central	18	22	78
Western	10	10	90



In terms of accidents, lost days and fatalities, the following table presents the overall performance during the reporting period:

	Loss Time Accidents	Lost Days of Work	Non-Lost Time Accidents	Fatalities
Region >	No.	No.	No.	No.
Eastern >	10	33	9	0
Central >	3	148	1	0
Western >	11	29	17	0

Finally, during the reporting period, Pattison Sign Group complied with all requirements, regulations and voluntary codes in matters protecting basic human rights and had therefore no incidents of discrimination nor did it experience incidents of violations involving the rights of all people, including indigenous people.

Investment in Telecommunications Infrastructure

Pattison Sign Group recently invested \$4 million in IT and communication technologies that will see the organization migrate towards Voice over IP for its telephone services, and the integration of teleconferencing equipment in all of its facilities and offices. Relying on videoconferencing rather than having on-site meetings will reduce costs for the organization, while drastically reducing the carbon footprint of the business operations. **But the most important benefit is the one that is more difficult to measure: having PSG employees with their family after a day's work, rather than on the road.**

Slogan and logo for the Sustainable Development Initiative

Early in the process, the Green Team developed a logo to give a visual image for the initiative. The Green Team called upon our internal resources to design a logo through a Logo Competition. Numerous logo designs were submitted by the employees of PSG. Through a voting process, a short list of two logos was presented to the Senior Management Team, who made the final decision. The pride of helping to build the corporate image was a key motivation for the participating employees.



Think Green. Be Green.



PART OF COMMUNITIES

While Pattison Sign Group recognizes the importance of its employees, it also recognizes the value of strong and dynamic communities. That is why we are involved in numerous community initiatives, committees and groups. From the Canadian Heart and Stroke Foundation, to community economic development agencies, to fundraising initiatives, PSG employees contribute to building the communities where we are present.

Pattison Sign Group makes all reasonable efforts to purchase goods, supplies and services from local suppliers. In future years, processes will be put in place to better track our performance in this regards.

During the reporting period, Pattison Sign Group complied with all requirements and regulations with respect to anti-competitive behaviour. As a result, it did not have legal actions for anti-competitive behaviour, anti-trust, and monopoly compliance, nor did it receive fines or sanctions for non-compliance with laws and regulations.

During the reporting period, Pattison Sign Group was in compliance with all requirements, regulations and voluntary codes concerning product and service information and labelling.

EARTH DAY IN TORONTO

Every spring, the Scarborough office of Pattison Sign Group in Toronto participates in Earth Day by undertaking a Spring Clean-Up Day. On that occasion, employees put on their gloves and participate in cleaning a section of the community. While this is good for the environment, it is also an opportunity for employees to fraternize in a non-formal environment. Great work guys!

OFFICE BOTTLE DRIVE IN MONTREAL

The Montreal office of PSG has implemented a bottle recycling program where recyclable bottles are returned for deposit, and the funds are given to a charitable organization. A great application of the slogan of the environmental movement: Think Globally, Act Locally.

A ROAST OF THE PRESIDENT

Based in Edmundston, New Brunswick, the Fondation Saint-Louis-Maillet has the mandate to help students attend the Edmundston campus of the Université de Moncton, and to contribute in the development of the campus. One of its main « fund raising » activities is to "roast" a personality of the region. Originally from the community, and a former student of the institution, Don Bélanger, the President of Pattison Sign Group, was roasted in 2009. With the \$32,000 raised, the event was considered a great success. But that was not the end.

The Jim Pattison Foundation matched this amount, thus raising a record \$64,000 in one evening. This will surely help many students achieve their dream of attending university.

OUR RELATIONSHIP WITH THE ENVIRONMENT

Pattison Sign Group recognizes the global trend towards reducing greenhouse gas emissions to curb the effects of climate change. This will affect the way we generate electricity, the way we consume energy, the way we produce goods and services, and the way we travel and transport goods.

As a company, Pattison Sign Group has engaged in numerous initiatives and actions to reduce its own energy consumption and reduce its carbon footprint, both in manufacturing and in business operations, while working on sign design that minimizes energy consumption and optimizes the use of material.

At the manufacturing level, PSG has engaged in energy audits and has engaged in a process to change T-12 to T-8 fluorescent lamps in its manufacturing facilities. Furthermore, Pattison Sign Group currently has recycling programs for aluminum, steel, wood, plastic, cardboard and paper; we use low VOC paints; and we have developed procedures, which include a Bulb Eater tube disposal system, for mercury disposal.

In terms of product design, Pattison Sign Group has made significant strides to reduce the energy consumption of signs, notably by using LED lights for all signs manufactured and by providing a "Design for the Environment" program for our clients.

At the business operations level, we have invested in telecommunications infrastructure to reduce traveling and we have implemented green business practices.

But we want to do more. Pattison Sign Group is committed to engage in company-wide exercises to assess our energy consumption and our carbon emissions, and to work to reduce both of them within a reasonable time period. Future Corporate Sustainability Reports will provide an assessment of our performance in regards to energy consumption and carbon emissions.

Most of our facilities and offices have recycling programs and the Edmundston, New Brunswick manufacturing facility has implemented a tracking system for its various waste streams. Similar systems will be implemented in all Pattison Sign Group facilities and offices.

RECYCLING PROGRAM

In 2009, the Edmundston, New Brunswick facility generated 1,049,276 pounds of waste, of which 628,936 pounds (60%) have been recycled.

Waste	Quantity
Aluminum, steel, copper	226,880 lbs
Plastic (<i>acrylic and polycarbonate</i>)	141,600 lbs
Cardboard	54,366 lbs
Paper	70,400 lbs
Wood	132,000 lbs
Waste paint, waste oil,	2,870 lbs
Crushed neon tubes	820 lbs
Batteries	Not counted

MERCURY IN SIGNS

In support of sustainable development, Pattison Sign Group follows the requirements of various U.S. States that have enacted provisions of the Interstate Mercury Education and Reduction Clearinghouse (IMERC) model legislation. This is an example of PSG progressively adopting industry best practice standards across its operations, rather than simply complying to regulations.

DESIGN FOR THE ENVIRONMENT

Design for the Environment (DfE) is a method of applying cleaner technologies, substitute assessments, and life cycle tools to the design of products. The goal is to encourage front-end innovation through customer choices and better, more environmentally-friendly design practices such as the use of LEDs and T-8 fluorescent lamps as an alternative source for illumination, and the use of solar panels to supply green power for electrical signs. Our innovative Research and Development team is constantly looking for new environmentally friendly solutions.



Developed by Pattison Sign Group Western Region, the DfE pilot program offers environmental choices to our clients when selecting their advertising products. Under this program, a scale was developed to measure the impact on the environment of the various components available in manufacturing a sign. This scale is prorated for the four basic elements of a sign: illumination, power supply, sign body and face. The score obtained, as a function of the design choices of the client, is then reflected by a "DfE Green Scale" on the artwork.

PREPARING OUR FIRST CORPORATE SUSTAINABILITY REPORT

The process for defining the content of the Corporate Sustainability Report was initiated at the level of the Green Team, and it progressed with the CSR Reporting Team. With the assistance of the external Sustainable Development Advisor, the Green Team identified the GRI G3 Reporting Framework as the most appropriate approach to document the sustainability issues at PSG. This choice was validated by the Senior Management Team who fully endorsed the initiative and the process.

The Green Team also had the mandate to determine the guiding principles of the Sustainable Development Initiative, along with determining the stakeholders of the initiative.

For its part, the CSR Reporting Team had the mandate of defining the content of the sustainability report, notably in determining the boundaries of the report and the materiality of the indicators. In this regard, working under the guidance of the external Sustainable Development Advisor, the CSR Reporting Team were given instructions in regards to identification of boundaries and thresholds to identify the relevance of an indicator in order to determine its materiality. After working on an individual basis on these issues, the CSR Reporting Team met and debated on the boundaries and the materiality test of the GRI Performance Indicators, and ultimately achieved a collective decision on the boundaries of the report and the choice of GRI Performance Indicators to document in the report; these choices were validated by the Senior Management Team.

The boundaries of the report have been set where PSG has direct control; they thus include the four manufacturing facilities owned by PSG, along with our 14 sales and service centers in Canada and the United States. While Pattison Sign Group has built a strong network of suppliers and has made significant efforts to create the necessary tools to properly manage this network of installation, service and manufacturing sub-contractors by implementing strict manufacturing and in-field protocols and guidelines, these important partners remain sub-contractors. They are not part of the company and as a result Pattison Sign Group does not have ultimate direct control on them. Similarly, once a sign element is installed on a customer's premise, Pattison Sign Group has no control on the operation of the sign. Therefore the boundary for the first Corporate Sustainability Report does not include installation and service crews and the operation of the signs, or any manufacturing completed by agents. It is felt that the boundaries chosen represent the most significant sustainability issues under the direct control of PSG.

Since this is the first Corporate Sustainability Report of Pattison Sign Group, there are no significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.

TABLE OF THE GRI STANDARD DISCLOSURES

1.	STRATEGY AND ANALYSIS	
1.1	Statements from the Chairman and President	4, 5
2.	ORGANIZATIONAL PROFILE	
2.1	Name of the organization	3, 6
2.2	Primary products and services	6
2.3	Operational structure of the organization	6
2.4	Location of organization's headquarters	6, 7, 8
2.5	Countries where the organization operates	6, 7, 13
2.6	Nature of ownership and legal form	6
2.7	Market served	13
2.8	Scale of the organization	6, 7, 8, 9
2.9	Significant change during the reporting period	6
2.10	Awards received during the reporting period	15
3.	REPORT PARAMETERS	
3.1	Reporting period	3
3.2	Date of most recent previous report	3
3.3	Reporting Cycle	3
3.4	Contact point for questions	2
3.5	Process for defining sustainability report content	3, 17, 23
3.6	Boundary of the report	23
3.7	Specific limitations on the scope and the boundary of the report	23
3.8	Basis for reporting on elements that can significantly affect comparability	23
3.10	Explanation of the effect of any re-statements from earlier reports	23
3.11	Significant changes in scope, boundary and measurement method from previous reporting period	23
3.12	Table identifying the Standard Disclosures in the report	24, 25
4.	GOVERNANCE, COMMITMENTS, AND ENGAGEMENT	
4.1	Governance structure of the organization	6, 7
4.2	Independence of Board Chair	6
4.3	Number of non-executive Board members	6
4.4	Mechanisms for shareholders and employees to provide recommendations to the highest governing body	18
4.14	Stakeholder groups engaged by the organization	17
4.15	Basis for identification and selection of stakeholders	17

5.0 ECONOMIC PERFORMANCE INDICATORS

EC2	Financial implications and risks due to climate change	21
EC6	Spending on locally based suppliers	20
EC7	Procedure for local hiring and proportion of senior management hired from the local community	18

6.0 ENVIRONMENTAL PERFORMANCE INDICATORS

EN5	Energy conservation	19, 21
EN6	Initiatives to provide energy-efficient based products	14, 15, 21, 22
EN18	Initiatives to reduce GHG emissions	9, 14, 15, 19, 21
EN22	Total weight of waste by type and disposal method	22
EN26	Initiative to mitigate environmental impacts of products and services	9, 14, 15, 16, 19, 21, 22

7.0 SOCIAL PERFORMANCE INDICATORS

LA2	Total number and rate of employee turnover	18
LA6	Percentage of total workforce represented in formal joint management-worker health and safety committees	18
LA7	Rates of injury, occupational diseases, lost days and absenteeism	19
LA12	Percentage of employees receiving regular performance and career development reviews	18
HR4	Total number of incidents of discrimination and actions taken	19
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken	19
SO7	Total number of legal actions for anti-competitive behaviour, anti-trust, and monopoly practices	20
SO8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations	20
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning products and service information and labelling	20
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction	14, 18





www.pattisonsign.com

