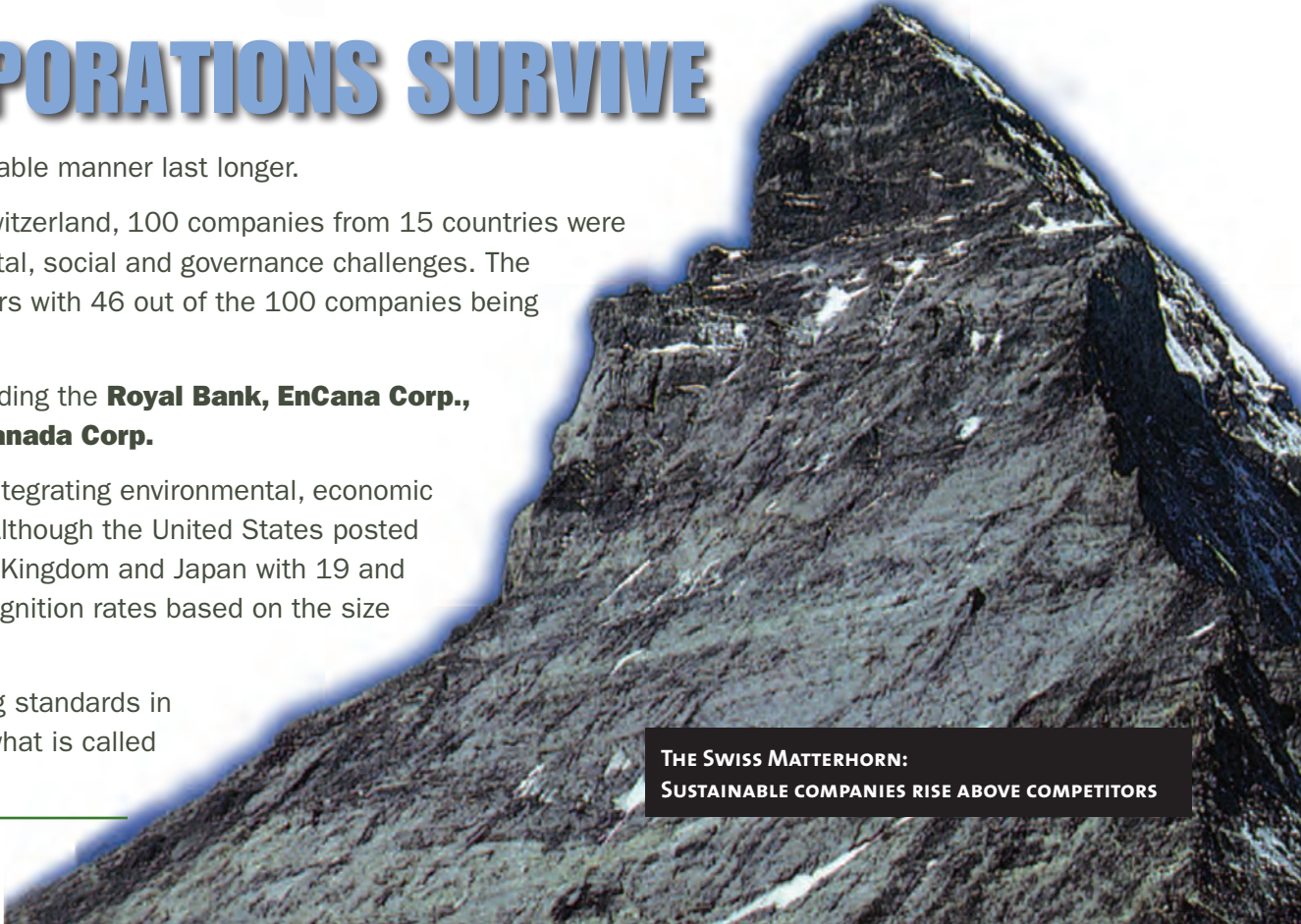


SUSTAINABLE CORPORATIONS SURVIVE



THE SWISS MATTERHORN:
SUSTAINABLE COMPANIES RISE ABOVE COMPETITORS

It turns out that companies that operate in a sustainable manner last longer.

This year at the Davos World Economic Summit in Switzerland, 100 companies from 15 countries were recognized for their approach to meeting environmental, social and governance challenges. The average age of the companies selected was 102 years with 46 out of the 100 companies being over 100 years old.

There were five Canadian companies on the list including the **Royal Bank, EnCana Corp., Toronto Dominion Bank, Telus Corp. and Trans Canada Corp.**

The companies were assessed on their success in integrating environmental, economic and social performance standards in their practice. Although the United States posted the most companies on the list, 20 in all, the United Kingdom and Japan with 19 and 15 companies qualifying respectively had higher recognition rates based on the size of their economies.

Organizers contend that companies exhibiting leading standards in environmental and social performance also provide what is called a “sustainability indicator” that attracts investors.