

**For Immediate Release
News Release**

FEI Canada Celebrates Winners of 4th Annual Best in Class Invitational MBA Case Competition
First time competitors DeGroot School of Business takes home top prize

Toronto, ON, November 24, 2009 – Financial Executives International Canada (FEI Canada) Toronto Chapter, the professional membership association for senior financial executives, congratulates the DeGroot School of Business from McMaster University, for placing first in the 4th annual Best in Class Invitational MBA Case Competition held at the Ted Rogers School of Management at Ryerson University. FEI Canada further congratulates the MBA teams from Richard Ivey School of Business, University of Western Ontario, the Sobey School of Business of St. Mary's University and Desautels Faculty of Management of McGill University for their second, third and fourth place finishes.

The final round presentations of the two-day competition which seeks to continually bridge the gap between academia and corporate Canada began on Saturday afternoon with four out of 10 teams, advancing to the finals. Teams were given two hours to respond to a fictitious crisis at this year's case company, Tim Hortons. A panel of 12 judges, representing distinguished Canadian business leaders, evaluated the student team presentations and was tasked with selecting the winners of the 2009 Best in Class Case Competition.

"FEI Canada Toronto Chapter applauds the winning teams as they have truly distinguished themselves as Best in Class," said Judy Munro, CA, Chair, Best in Class Organizing Committee, FEI Canada Toronto Chapter. "The talented competitors demonstrated excellence in a range of skills that will serve them and Corporate Canada well in the future."

"This was a hard fought competition and a very rewarding experience," said Shivalika Handa, team captain of the DeGroot team on accepting their \$10,000 prize. "It was a privilege to have experienced competition at such a high level, examining real problems that could be experienced by any company in the current economic environment." Additional DeGroot team members were Mohsen Dezyanian, Sherif Masood and Peter Vaiciunas.

Don Schroeder, President and CEO, Tim Hortons acknowledged participating students, noting "The business logic and reasoning that was demonstrated by the MBA students was exceptional. Congratulations to the DeGroot team for their first place win and I applaud all the participating MBA schools for their efforts as well as FEI Canada, Toronto Chapter which has given us a unique opportunity to meet and hear from some terrific future business leaders."

Winners were announced at a dinner at Hart House on Saturday, November 21, which was attended by all student participants, judges, corporate sponsors, FEI Canada members, and Deans, faculty and alumni of participating schools.

About Financial Executives International Canada (FEI Canada)

FEI Canada is the all-industry professional membership association for senior financial executives. With 11 chapters across Canada and 2,000 members, FEI Canada provides professional development, thought leadership, and advocacy services to its members. The association membership, which consists of Chief Financial Officers, Audit Committee Directors, and senior executives in the Finance, Controller, Treasury, and Taxation functions, represents a significant number of Canada's leading and most influential corporations. The Toronto Chapter is the association's largest with more than 700 members. For further information, please visit www.feicanada.org.

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