

Old-Fashioned Values Are Back in Vogue: Winners of the 2010 Canada's Top 100 Employers Competition

TORONTO (October 8, 2009) – Forget the foosball tables, on-site video games and especially the big-name rock bands at company events. Canadian employers are returning in droves to the old-fashioned values that have long distinguished this nation's economy from its neighbour to the south. Stability and job security are back in style — and nowhere is this more evident than in today's release of the 2010 winners of the *Canada's Top 100 Employers* competition by Mediacorp Canada Inc.

“We've seen a change this year in the programs and benefits offered by the winning employers,” says Richard Yerema, Managing Editor of the *Canada's Top 100 Employers* project. “Stability and continuity in workplace programs have become the dominant values, with the flashy extras taking a back-seat to traditional benefits that make a real difference in the lives of working Canadians.” The result is a remarkable list (shown below) of employers that are leading the nation in this transformation.

To develop this year's Top 100 list, Mediacorp examined the recruitment histories of over 75,000 employers across Canada that it tracks for its popular job search site, Eluta.ca. From this initial group, Mediacorp invited 16,000 of the fastest-growing employers to apply, plus another 8,000 companies and organizations in industries that it wanted to examine more closely. Employers completed an extensive application process that included a detailed review of their operations and HR practices. Over 2,600 employers started this year's application process. The final applicant pool was up 3.7% over last year's total, which was also a record.

“A profound 'reset' has taken place this year in the programs and benefits that leading employers are offering,” says Tony Meehan, Publisher of the *Canada's Top 100 Employers* project. “Things we have taken for granted for a generation — like private pensions and government's role in the employment relationship — are now up for discussion and forward-thinking employers are responding quickly to this sea-change.”

The *Canada's Top 100 Employers* project is unique in that its editors publish detailed reasons explaining why each winner is selected, providing transparency and guidance for job-seekers and employers alike. These reasons are now published exclusively on Eluta.ca, where they can be read free of charge. Each winner is graded by Mediacorp editors on eight key areas: (1) Physical Workplace; (2) Work Atmosphere & Social; (3) Health, Financial & Family Benefits; (4) Vacation & Time Off; (5) Employee Communications; (6) Performance Management; (7) Training & Skills Development; and (8) Community Involvement. These criteria have remained consistent since the inception of the *Canada's Top 100 Employers* project.

About Mediacorp

Now in its 10th year, the *Canada's Top 100 Employers* competition recognizes employers that are industry leaders at attracting and retaining employees. The annual competition is organized by Mediacorp Canada Inc., the nation's largest publisher of employment-related periodicals and online directories. Since 1992, over one million of Mediacorp's job-hunting guides have been sold. Mediacorp also operates the popular job search engine, Eluta.ca, which lets job-seekers find new job postings – and verified information on perks and benefits – directly from thousands of employers across Canada. Last year, more than 3.8 million people used Eluta.ca, making it one of the nation's most-visited career sites. Each year, Mediacorp also organizes a policy-oriented conference on the *Canada's Top 100 Employers* project called the “Top Employer Summit”, which is Canada's largest annual gathering of senior-level human resources professionals.

For information on the Canada's Top 100 Employers project, please contact Rachel Caballero at: (416) 987-1464 or ct100@mediacorp.ca

2010 WINNERS CANADA'S TOP 100 EMPLOYERS

Agriculture Financial Services Corporation, *Lacombe AB*
 Agrium Inc., *Calgary AB*
 Alberta-Pacific Forest Industries Inc., *Boyle AB*
 AMAPCEO, *Toronto ON*
 AMEC Americas Limited, *Oakville ON*
 Assumption Mutual Life Insurance, *Moncton NB*
 ATB Financial, *Edmonton AB*
 Bank of Montreal, *Toronto ON*
 Bayer Inc., *Toronto ON*
 BC Hydro, *Vancouver BC*
 BC Public Service, *Victoria BC*
 BD Canada Inc., *Mississauga ON*
 BioWare ULC, *Edmonton AB*
 British Columbia Lottery Corporation, *Kamloops BC*
 British Columbia Safety Authority, *New Westminster BC*
 Business Development Bank of Canada, *Montréal QC*
 Cameco Corporation, *Saskatoon SK*
 Canada Mortgage and Housing Corporation, *Ottawa ON*
 Canada Post Corporation, *Ottawa ON*
 Canadian Institutes of Health Research, *Ottawa ON*
 Canadian Security Intelligence Service, *Ottawa ON*
 Capital District Health Authority, *Halifax NS*
 Capital One Services, Inc., *Toronto ON*
 Carswell, div. of Thomson Reuters Canada Ltd., *Toronto ON*
 Catholic Children's Aid Society of Toronto, *Toronto ON*
 Ceridian Canada Ltd., *Winnipeg MB*
 CH2M HILL Canada Ltd., *Toronto ON*
 Chatham-Kent Health Alliance, *Chatham ON*
 College of Physicians and Surgeons of Ontario, *Toronto ON*
 Compass Group Canada, *Mississauga ON*
 Deeley Harley-Davidson Canada, *Richmond BC*
 DeltaWare Systems Inc., *Charlottetown PE*
 Diavik Diamond Mines Inc., *Yellowknife NT*
 Digital Extremes, *London ON*
 EllisDon Corporation, *Mississauga ON*
 Enbridge Inc., *Calgary AB*
 Ericsson Canada Inc., *Mont-Royal QC*
 Ernst & Young LLP, *Toronto ON*
 Export Development Canada, *Ottawa ON*
 Fairmont Hotels & Resorts, *Toronto ON*
 Gamma-Dynacare Medical Laboratories Inc., *Brampton ON*
 Gay Lea Foods Co-operative Limited, *Mississauga ON*
 George Brown College, *Toronto ON*
 Goldcorp Inc., *Vancouver BC*
 Golder Associates Ltd., *Burnaby BC*
 Great Little Box Company Ltd., *Vancouver BC*
 Halifax Herald Limited, *Halifax NS*
 Hamilton Health Sciences Corporation, *Hamilton ON*
 Hewlett-Packard (Canada) Co., *Mississauga ON*
 Hill and Knowlton Canada, *Toronto ON*
 Honeywell Ltd., *Mississauga ON*
 Information Services Corp. of Saskatchewan, *Regina SK*
 Johnson Incorporated, *St. John's NL*
 KPMG LLP, *Toronto ON*
 L'Oréal Canada Inc., *Montréal QC*
 Loblaw Companies Limited, *Brampton ON*
 Mars Canada Inc., *Bolton ON*
 McGill University, *Montréal QC*
 MDS Nordion Inc., *Ottawa ON*
 Meridian Credit Union, *St. Catharines ON*
 Monsanto Canada Inc., *Winnipeg MB*
 Mountain Equipment Co-op, *Vancouver BC*
 MTS Allstream Inc., *Winnipeg MB*
 NB Power, *Fredericton NB*
 New Flyer Industries Canada ULC, *Winnipeg MB*
 Next Level Games Inc., *Vancouver BC*
 Novartis Pharmaceuticals Canada Inc., *Dorval QC*
 Office of the Auditor General of Canada, *Ottawa ON*
 OMNI Health Care Limited Partnership, *Peterborough ON*
 Ontario Power Generation Inc., *Toronto ON*
 Ontario Public Service, *Toronto ON*
 PCL Constructors Inc., *Edmonton AB*
 PricewaterhouseCoopers LLP, *Toronto ON*
 Procter & Gamble Inc., *Toronto ON*
 Queen's University, *Kingston ON*
 Research In Motion Limited, *Waterloo ON*
 Royal Bank of Canada, *Toronto ON*
 Royal British Columbia Museum Corporation, *Victoria BC*
 Royal Canadian Mint, *Ottawa ON*
 SAS Institute Canada, Inc., *Toronto ON*
 Saskatchewan Government Insurance, *Regina SK*
 SaskEnergy Incorporated, *Regina SK*
 SaskTel, *Regina SK*
 Shell Canada Limited, *Calgary AB*
 Siemens Canada Limited, *Mississauga ON*
 Simon Fraser University, *Burnaby BC*
 Sophos Inc., *Vancouver BC*
 Statistics Canada, *Ottawa ON*
 Stikeman Elliott LLP, *Montreal & Toronto*
 Sunnybrook Health Sciences Centre, *Toronto ON*
 TD Bank Financial Group, *Toronto ON*
 Telus Corporation, *Vancouver BC*
 Toronto Community Housing Corporation, *Toronto ON*
 Toronto Hydro Corporation, *Toronto ON*
 Toyota Motor Manufacturing Canada Inc., *Cambridge ON*
 Trican Well Service Ltd., *Calgary AB*
 Upside Software Inc., *Edmonton AB*
 Vancouver Island Health Authority, *Victoria BC*
 Vancouver, City of, *Vancouver BC*
 Yellow Pages Group Co., *Verdun QC*