

RECOGNIZING & PROMOTING
BUSINESS EXCELLENCE

since 1987



February 2012

Congratulations **GN Financial Group** on being selected the **2012 Consumer Choice Award winner in the category of Financial Planning** for the greater city of Toronto.

Through an independent market research survey, the consumers and businesses in your community have selected you as the top-ranked organization in your industry. Leger Marketing, Canada's largest independent marketing research firm conducts a statistically accurate survey each year. This ensures a rigorous assessment of unbiased opinions, perceptions and service expectations. You are now part of a very select group of business owners and entrepreneurs recognized for their business excellence in Toronto.

Consumer Choice Award (CCA) was established in 1987 and is considered the most distinguished award for business excellence in Canada. Unparalleled in the city of Toronto, we recently achieved a reputation rating of over 51%. This score demonstrates that consumer confidence in our award is 14% higher than for J.D. Power & Associates, and 110% higher than any other awards. This accomplishment is the result of our innovative marketing programs, which continue to increase our brand awareness and its perceived value.

Our new programs include a variety of exciting marketing initiatives that can be tailored specifically to each winner's requirements. This strategy supports our mission to recognize and promote business excellence in communities across Canada. As a national brand, present in 12 major Canadian cities, CCA is uniquely positioned to help your business stand out.

A key business challenge in today's economy is to break-through the massive quantity of information directed to consumers with distinctive, genuine, and simple communication messages. Most marketing initiatives are no longer original or effective, and they are easily replicated by competitors. CCA offers a unique opportunity exclusively to the top-ranking businesses in their respective industries.

We are eager to host our Annual Breakfast on Tuesday, February 21st at the Westin Prince Hotel Toronto. This must-attend business event will enable you to learn about our exclusive marketing platform and see how it can benefit your company.

For more information please contact Jeff Havercroft, *Business Development Manager*, via email at jhavercroft@ccaward.com or at 1-877-422-2927.

We look forward to seeing you on the 21st.

Sincerely,

A handwritten signature in blue ink, appearing to read "MS", is written over a blue horizontal line.

Marcel Sbröllini
President

CONFIDENTIAL: Prior written consent from Consumer Choice Award is required to make public, publish or create promotional materials containing this letter



PRIME MINISTER . PREMIER MINISTRE

I am pleased to extend my warmest greetings to everyone attending the Consumer Choice Greater Toronto Area (GTA) Gala.

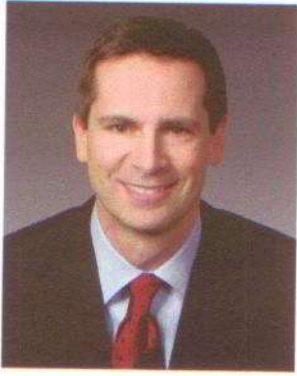
In business, there is no greater compliment than earning the trust and loyalty of one's customers. Tonight's winners of the Consumer Choice Award have been identified by consumers as representing excellence in value and service. I would like to congratulate all being honoured this evening for their hard work and entrepreneurial spirit.

This evening, you also pay tribute to the GTA Businessman and Businesswoman of the Year, as well as the Man and Women of the Year, for their strong commitment to the community. They may take pride in having been chosen by the people of the GTA for their integrity and leadership in their respective fields.

Please accept my best wishes for a memorable evening.

The Rt. Hon. Stephen Harper, P.C., M.P.

OTTAWA
2011



Premier of Ontario - Premier ministre de l'Ontario

June 1, 2011

A PERSONAL MESSAGE FROM THE PREMIER

On behalf of the Government of Ontario, I am delighted to extend warm greetings to everyone attending the 2011 Consumer Choice Award Gala.

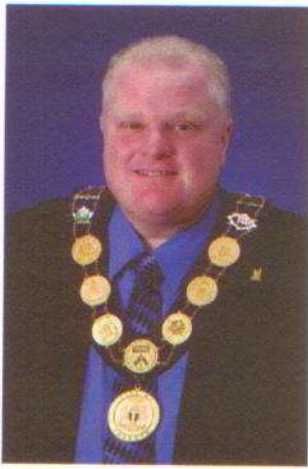
Tonight's event celebrates the outstanding business achievements of entrepreneurs in the GTA business community. Those receiving awards tonight deserve special applause. Through your leadership, you have further enhanced the GTA's reputation for business excellence.

I would like to take this opportunity to commend Consumer Choice Award for ensuring that entrepreneurial excellence in Ontario is given due recognition.

Please accept my best wishes for a memorable evening and much ongoing success.

A handwritten signature in black ink that reads "Dalton McGuinty".

Dalton McGuinty
Premier



City of Toronto

Mayor Rob Ford

A Message from the Mayor

I wish to extend warm wishes to everyone attending the Consumer Choice Awards 2011. I am pleased that events like these are taking place in Toronto and thank you for inviting me to be a part of this special occasion.

Toronto is a wonderful, thriving and flourishing city that we are all proud to call home.

The Consumer Choice Award provides a forum to recognize the contributions of elite businesses and individuals who have provided essential contributions to their community and city. Congratulations to all recipients - I encourage all citizens and businesses to take an active role in transforming our City for the better.

On behalf of Toronto City Council, I thank all those involved in organizing this event and offer my best wishes for continued growth and success.

Yours truly,

A handwritten signature in black ink, appearing to read "Rob", written in a cursive style.

**Mayor Rob Ford
City of Toronto**

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OFFICE OF THE MAYOR

March 30, 2011

Dear Friends:

On behalf of members of Council and the residents of the City of Mississauga, I am pleased to extend greetings to the organizers, nominees and guests of the 2011 Consumer Choice Award Gala.

Recognizing and promoting business excellence since 1987, the annual Consumer Choice Award Gala recognizes the accomplishments of a company by publicly identifying its quality, service, value and appearance as voted by consumers. This event which will also pay homage to the "Man and Woman of the Year" and the "Businessman and Businesswoman of the Year", will acknowledge that a company has earned the trust and loyalty of consumers in their community. Both the nominees and award winners should be proud of their accomplishments and continue to strive for distinction.

Once again, on behalf of my colleagues on Council and the residents of the City of Mississauga, best wishes for a memorable event.

Sincerely,

HAZEL McCALLION, C.M., LL.D.
MAYOR



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