



PRESS RELEASE

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STAGELINE GROUP INAUGURATES QUÉBEC'S MOST ENERGY-EFFICIENT, LEED-COMPLIANT INDUSTRIAL BUILDING

L'Assomption, October 1, 2008 – Stageline Group, a world leader in the design, manufacture and rental of mobile stages, today inaugurated Québec's most energy-efficient industrial building, the second-highest-performing facility of its kind in Canada. Mr. David Whissell, Québec Minister of Labour and Minister responsible for the Lanaudière region, Mr. Marc Dutil, president and chief operating officer of Canam Group, and Mr. Pierre Arcand, president of MuroxEnergy, attended the event. Built at a cost of \$6.5 million, with 20 percent of this amount earmarked to meet the "green construction" and "energy efficiency" LEED certification criteria, the Stageline Group facility constitutes a first among small and medium-size industrial businesses in Québec. The building stands apart as a model that financial institutions and governments can draw inspiration from in making sustainable construction accessible to SMBs in Québec and the rest of Canada.

"We did not hesitate to invest in innovative concepts that have made our building a unique laboratory," declared Stageline Group president and chief operating officer Lise Morissat. "Together with MuroxEnergy, we developed a practical method for successfully executing a sustainable-construction project specific to small and medium-size firms."

The project has served to advance green-construction expertise, enabling engineers, architects, site managers and skilled workers to acquire cutting-edge know-how, including in the region of L'Assomption, the city where the facility was built. Minister responsible for the region David Whissell is pleased that Stageline Group has chosen to "take part in the region's economy, with the construction of its new facilities in Lanaudière. I am convinced that this business development will have an economic impact that will benefit all citizens in the region," he said.

A green building like Stageline Group's produces energy savings of 70 percent compared to a conventional structure. The firm thus expects to make a profit on its investment within six years and believes that eco-responsible construction can be profitable for SMBs provided that appropriate financial-support mechanisms are in place.

"Québec and Canada have adopted environmental policies that speak to our collective willingness to protect our environment," said Ms Morissat. "But we must go further," she emphasized. "Today, we're inviting all stakeholders in construction projects – governments, investment and venture-capital firms, insurance companies, appraisers and financial institutions – to cooperate in quickly developing tools and mechanisms to support SMBs in their sustainable-construction projects."

LEED-compliant high-energy-efficiency building

Stageline Group's new facility, covering nearly 3,760 sq. m (40,000 sq. ft.), has been designed to meet the stringent LEED (Leadership in Energy and Environmental Design) norms of the Canada Green Building Council, whose certification the firm is in the process of obtaining. The building combines a high-energy-efficiency exterior envelope, deep geothermal power and solar energy harnessing systems, radiant flooring, and windows and light wells that maximize natural lighting and energy conservation. A system collects rainwater for reuse and exterior spaces are

LEED-compliant high-energy-efficiency building (*continued*)

ecologically laid out. Recycled materials and materials that have no harmful health effects were used in the construction process, whereas waste, pollutants and dust were minimized.

Construction of the building, which houses Stageline Group's manufacturing, maintenance and breaking-in processes, responds to increased demand from North American producers of open-air tours. "Our building reflects our mobile stages, the goal concerning which has remained unchanged since we started operations – to minimally impact the environment, reduce energy consumption and ensure the product a long life," stated Yvan Miron, Stageline Group's board chairman and CEO.

About Stageline Group

Stageline Group is the world's leading designer and manufacturer of hydraulic covered mobile stages. The firm also builds hydraulically operated mobile structures for mobile marketing and promotional activities. MSR Mobile Stage Rentals consists of a network of rental centres located in many large North American cities that together offer a fleet of 80 units. Stageline Group employs more than 180 people in its two L'Assomption facilities and leverages a steady pool of subcontractors in Canada and the United-States.

About LEED certification

Established by the Canada Green Building Council in association with the U.S. Green Building Council, LEED Canada is a building-certification system based on such criteria as ecological site layout, efficient water management, the saving and recovering of energy, air quality, the use of resources and materials that do not negatively impact health, and indoor environmental quality. The Canada Green Building Council initiative recognizes sustainable-building achievements and expertise through a program of certification for construction projects, professional accreditation and training, and access to sources of practical information.

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