



March 27, 2012

To: All employees of ColasCanada Inc. and its subsidiaries

Cc: Mr. Hervé Le Bouc, President, Colas SA
Mr. Hughes Decoudun, Health & Safety Environment, Colas SA
Mr. Chris Kirby, Director of Risk Management, Colas Inc.

Subject: ***Announcement: International Crystal Woodpecker Award for 2011***

It gives me great pleasure and pride to announce that the 2011 International Crystal Woodpecker Award has been awarded, once again, to a North American company, Standard General – Edmonton.

The Woodpecker Award is a Colas international safety award given to a company in recognition of having the best performance, worldwide in safety. The woodpecker bird is perceived by North American First Nations people as a symbol of protection and safety, symbolizing preservation of life. The pursuit of a 'Work Safe' environment is part of ColasCanada's everyday existence and an integral part of the company culture.

I would like to congratulate Chris Greenwood, President, Standard General – Edmonton and his team on this significant accomplishment. The Woodpecker Award is earned, not won. It shows a total commitment and execution from all our employees & management.

Congratulations, Standard General – Edmonton!!

Louis R. Gabanna,
Managing Director
Colas North America