

FOR IMMEDIATE RELEASE

PolyCello Wins 2009 Family Enterprise of the Year Award for Nova Scotia

(Halifax, March 4, 2010) – The Nova Scotia Chapter of the Canadian Association for Family Enterprise (CAFE) is pleased to announce PolyCello as the winner of the local Family Enterprise of the Year Award. PolyCello now becomes eligible for the National Award to be presented in Regina during the CAFE Symposium to be held in May 2010.

Headquartered in Amherst, Nova Scotia, PolyCello is family-owned and operated and currently employs 350 people in its modern, state-of-the-art facilities in Amherst, Nova Scotia and Belleville, Ontario. With over 50 years of history, PolyCello has developed a reputation as an expert manufacturer and printer of high-quality flexible packaging.

“I’m proud to accept this award on behalf of my family, who has worked together to create a solid foundation for our company,” said Stephen Emmerson, third generation President and CEO of PolyCello. “Most importantly, I want to thank our extended PolyCello family, our employees, who continue to make it a success every day.”

The award, first established in 1983 and sponsored by RBC Royal Bank and KPMG Enterprise, recognizes significant achievement made within a family enterprise, acknowledging the importance of the family enterprise in today’s changing economy. Previous chapter winners have included O’Regan’s Automotive Group and the Bragg Group of Companies. Both went on to win the national competition for the past two years.

“On behalf of the KPMG Enterprise professionals in Atlantic Canada, we congratulate Stephen and the staff of PolyCello for this well-deserved recognition,” said Gordon Moore, Partner, KPMG. “PolyCello’s commitment to quality, client service and environmental sustainability make the company a model for family businesses in our region.”

"RBC is committed to building the health and prosperity of the communities in which we live and work, and we are pleased to support CAFE in recognizing family businesses that make a positive contribution to their communities," said Heather Hogg, vice president, Commercial Financial Services, RBC Royal Bank.

“We extend our congratulations to PolyCello for their efforts to successfully integrate family and business interests, and for sharing knowledge and expertise across generations,” said Ms. Hogg. “We welcome this opportunity for RBC Wealth Management and RBC Commercial Financial Services to collaborate in sponsoring the Family Enterprise of the Year award in regions across Canada and CAFE’s National Symposium in May 2010.”

The finalists for the Nova Scotia award were The Cherubini Group of Companies and Clearwater Seafoods Limited Partnership.

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BACKGROUNDER

About PolyCello: visit www.policello.com for more information.

About CAFE

The Canadian Association of Family Enterprise (CAFE) is Canada's only national not-for-profit that celebrates and supports family business. Founded in 1983, it has grown to include 14 chapters from Vancouver Island to Nova Scotia. The organization facilitates peer interaction, allowing family business members to share experiences and learn from each other. CAFE also creates a community of families and professionals who can provide technical solutions and expertise to help families in business succeed. CAFE, as a result, is the voice of family business in Canada. For more information, visit cafecanada.ca.

About KPMG Enterprise

KPMG Enterprise is a network of professionals devoted exclusively to serving private companies in Canada. For more information, visit kpmg.ca/enterprise.

About KPMG

KPMG LLP, a Canadian limited liability partnership established under the laws of Ontario, is the Canadian member firm affiliated with KPMG International, a global network of professional firms providing Audit, Tax, and Advisory services. Member firms operate in 145 countries and have more than 123,000 professionals working around the world.

The independent member firms of the KPMG network are affiliated with KPMG International, a Swiss cooperative. Each KPMG firm is a legally distinct and separate entity, and describes itself as such.

About RBC Business Financial Services

RBC Business Financial Services offers a wide range of lending, leasing, deposit, investment, foreign exchange, cash management and trade products and services to small and medium-sized businesses and commercial clients across Canada. RBC's extensive business banking network includes approximately 99 business banking centres and 1193 branches across the country. The RBC Commercial Advice Centre is a newly launched site that provides relevant, industry-specific advice and tools for Canadian business owners at every stage of business. Visit the RBC Commercial Advice Centre at www.rbc.com/business-advice.

About RBC Wealth Management

RBC Wealth Management directly serves affluent and high-net-worth clients in Canada, the United States, Latin America, Europe and Asia with a full suite of investment, trust and other wealth management solutions. The business also provides asset management products and services directly and through RBC and third-party distributors to institutional and individual clients, through its RBC Global Asset Management division. RBC Wealth Management has more than \$500 billion of assets under administration with over 245 billion of assets under management and more than 4,500 financial consultants, advisors, private bankers and trust officers. RBC Wealth Management was recognized as the Outstanding Private Bank in North America by Private Banker International in October 2009.