

FOR IMMEDIATE RELEASE
Thursday, November 08, 2007

**GOVERNMENTS OF CANADA AND NEW BRUNSWICK SUPPORT BENEFITS
BLUEPRINT TO PLAN FOR SUSTAINABLE GROWTH**

Unique opportunity to optimize economic and social benefits of major capital projects

Saint John (NB) – November 8, 2007 – The Governments of Canada and New Brunswick today announced a joint initiative to help all regions of the province fully benefit from a number of major capital projects planned for the province. This initiative, known as the Benefits Blueprint, will assist New Brunswick in planning for the future.

The development of a Benefits Blueprint draws upon the insights of an Advisory Forum made up of more than 30 community and public sector leaders, healthcare providers, business people, education experts, and cultural, social and environmental stakeholders from across New Brunswick. The Benefits Blueprint team has retained the services of Hardy Stevenson & Associates Limited, a planning and consultation firm with expertise in optimizing community benefits from large-scale projects. The firm will oversee the plan development and engage a number of specialists to focus efforts in seven core areas:

- community interests
- training and education
- business and supplier development
- infrastructure
- workforce expansion
- housing
- arts and culture

This work will result in the development of action plans in these core areas and provide recommendations on what must be done across the province to respond to opportunities and challenges that will be presented by significant growth.

“The Government of Canada is getting things done for the people of New Brunswick,” said Rob Moore, Member of Parliament for Fundy Royal, on behalf of the Honourable Peter MacKay, Minister of National Defence and Minister of the Atlantic Canada Opportunities Agency (ACOA). “The work being undertaken through the Benefits Blueprint, particularly in the areas of supplier and workforce development, will create opportunities for economic growth throughout the province.”

“Since we shared with New Brunswick last October that we were seriously exploring the possibility of building a second refinery, we’ve met with many groups and individuals,” said Jeff Landry, Manager of Business Development at Irving Oil. “We’re very excited to be part of the continuing dialogue about what energy projects can mean for the province, and we’re looking forward to continuing to work with others to ensure that energy projects support New Brunswick’s and the Saint John area’s long-term goals and quality of life.”

“This is about energizing sustainable communities by optimizing the benefits created by the Energy Hub concept,” said the Honourable Jack Keir, New Brunswick Minister of Energy and Minister responsible for Efficiency NB. “The groundwork for this process has been laid for more than a year and a great deal of research has already been completed. This initiative will also build on the excellent planning and consultation work done by other groups in the area.”

The Benefits Blueprint initiative is being managed by Enterprise Saint John on behalf of the provincial Enterprise network. ACOA, through its Business Development Program, the Province of New Brunswick and Irving Oil, as part of its objective of helping New Brunswickers benefit from major capital projects, are each providing \$250,000 for this initiative.

“We must work together to manage this growth so all parts of the province benefit fully,” said Bob Manning with Owens MacFadyen Group, Chair of Benefits Blueprint. “We have a unique opportunity in front of us to

plan for this growth and we can make a difference by taking action now. We can preserve and enhance the quality of life we cherish and determine what kind of communities we want to share in the future.”

The Benefits Blueprint project will be underway throughout the fall with action plans expected to be complete in early 2008.

FOR BROADCAST USE:

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Rob Moore, Member of Parliament for Fundy Royal, took part in the event today on behalf of the Honourable Peter MacKay, Minister of National Defence and Minister of the Atlantic Canada Opportunities Agency, together with the Honourable Jack Keir, New Brunswick Minister of Energy and Minister responsible for Efficiency NB, Jeff Landry, Manager of Business Development at Irving Oil, and Bob Manning with Owens MacFadyen Group, Chair of Benefits Blueprint.

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Information:

Bob Manning
Chair, Benefits Blueprint
506-649-6400

Paul C. J. LeBlanc
Senior Communications Officer
Atlantic Canada Opportunities Agency
New Brunswick
506-452-3310

Bruce Macfarlane
Communications
Department of Energy
506-444-4497

Jennifer Parker
Irving Oil
506-202-2992
jenifer.parker@irvingoil.com