

FOR IMMEDIATE RELEASE

CBSR Launches Quarterly CSR Briefings with Look at Stakeholder Relations in the Oil Sands

Briefings aim to help Canadian businesses advance CSR practice

Toronto, ON, May 12, 2009 –Canadian Business for Social Responsibility (CBSR) is launching a new series of quarterly executive briefings on current issues in corporate social responsibility (CSR) in Canada, with the first edition focused on the oil sands.

The purpose of the briefing, called ‘CBSR Viewpoint’, is to provide Canadian companies with an overview of current CSR issues to support and enable their CSR practice. CBSR Viewpoint is also intended to move the responsible business agenda forward through dialogue on timely topics.

“The Canadian CSR landscape is constantly developing, and there is a need to synthesize the ‘hot topics’ into timely, easy-to-access summaries,” said Barb Steele, Director of Membership at CBSR. “CBSR is deeply committed to encouraging healthy engagement between companies and their stakeholders, so reviewing the complex stakeholder relations process in the oil sands was a perfect starting point.”

This quarter’s CBSR Viewpoint, titled *Stakeholder Relations in the Oil Sands: Managing Uncertainty* looks at challenges emerging in relations between the many oil sands stakeholders, and ways to move forward. These challenges include: cracks arising in multi-stakeholder processes; government receiving pressure to show greater policy leadership; companies trying to move projects ahead while addressing the priorities of various stakeholders; and NGOs, communities, First Nations and Métis Nations retrenching while considering future project possibilities.

“As the economic slowdown creates a pause in development, it seems clear that all stakeholders must look long-term and plan for a variety of possible scenarios, while forging short-term wins to strengthen faith and generate positive momentum in the engagement process,” said Adine Mees, President & CEO, Canadian Business for Social Responsibility.

Research for CBSR Viewpoints is conducted by Canadian Business for Social Responsibility in partnership with Dr. Daniel Savas, Savas Consulting & Senior Vice President, Ipsos Reid. Information for *Stakeholder Relations in the Oil Sands* was gathered through both primary interviews and secondary research. CBSR Viewpoint briefings will be released every three months, will be available on the CBSR website, and will touch on a different corporate social responsibility topic of interest each quarter.

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To view the full brief, please visit www.cbsr.ca and access the link under ‘In the News’.

About CBSR:

Founded in 1995, Canadian Business for Social Responsibility (CBSR) is a non-profit, member-led organization that mobilizes Canadian companies to make powerful business decisions that improve performance and contribute to a better world. The globally recognized source for corporate social responsibility in Canada, CBSR is the Canadian representative in a world-wide network committed to corporate social responsibility (CSR).

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