

Tuesday, April 3, 2007

**Leading retailer launches environmental challenge to business  
MEC announces its membership in One Percent For The Planet**

Toronto—Mountain Equipment Co-op (MEC), Canada's largest consumer co-operative and a recognized leader in sustainability practices, today called on the Canadian business community to join it in making a significant commitment to the environment. MEC set the bar by announcing its membership in One Percent For The Planet (1% FTP), an alliance of some 500 companies in over 20 countries that are committed to a healthier planet.

Members of One Percent For The Planet commit at least one per cent of their revenues each year to supporting environmental causes. As a result of its membership, MEC will donate an estimated \$2.25 million to environmental causes in 2007 alone.

MEC CEO Peter Robinson said, "Business can and must be a force for change, if we are to overcome the environmental challenges facing the planet. In Canada, we have vast ecological wealth in our backyard that every day supports our communities, our businesses and our quality of life. The time has come for the business sector to take stock of what is most important, and move now to support community efforts to protect the environment."

MEC's membership in One Percent For The Planet will deepen the outdoor retailer's already firm commitment to Canadian conservation and environmental initiatives. It also provides a significant step forward for 1% FTP, by giving the organization a cross-Canada profile.

"This is a wonderful, profound step forward for us," said Terry Kellogg, Executive Director of One Percent For The Planet. "Along with our other members, MEC is signalling a critical change in course for the way business is conducted around the world. MEC's support will have significant impact for us—and for the environment."

The momentum of today's announcement will be carried to rural and urban communities across the country by Community Foundations of Canada (CFC), the membership association for Canada's 155 community foundations.

"Our national network of community foundations plans to spread the word about One Percent For The Planet to businesses across Canada," said Monica Patten, President and CEO of CFC. "We will help connect business and environmental organizations and programs in their communities and we will build local environmental endowments—creating a source of ongoing funding for each community's priorities."

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-continued from page 1-

Canadian community foundations currently manage more than \$30 million in environmental endowment funds for businesses and other donors.

One Percent For The Planet members have the right to display the 1% FTP logo, which provides consumers with third-party validation of the strength of a member company's commitment.

MEC is backing up its commitment to One For The Planet through an invitational lunch to be held in Toronto later today, where senior business leaders from a variety of companies will be introduced to One For The Planet, and to Community Foundations of Canada.

"Environmental philanthropy is about looking beyond the next quarter or shareholder value," said Robinson. "It's about assuming responsibility for our natural heritage so that our children—and their children—can breathe and drink clean air and water, relish the wonders of the Earth's flora and fauna, and wander in wild places."

MEC is Canada's leading retailer of outdoor clothing and equipment, providing quality products and services for activities like hiking, climbing, cycling and skiing. Established in 1971, MEC has more than 2.5 million members throughout Canada and around the world. The Co-op is recognized for its commitment to community and sustainability. It has given over \$9 million to Canadian environmental initiatives since 1987, when its grants program was established.[]

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