



FOR IMMEDIATE RELEASE

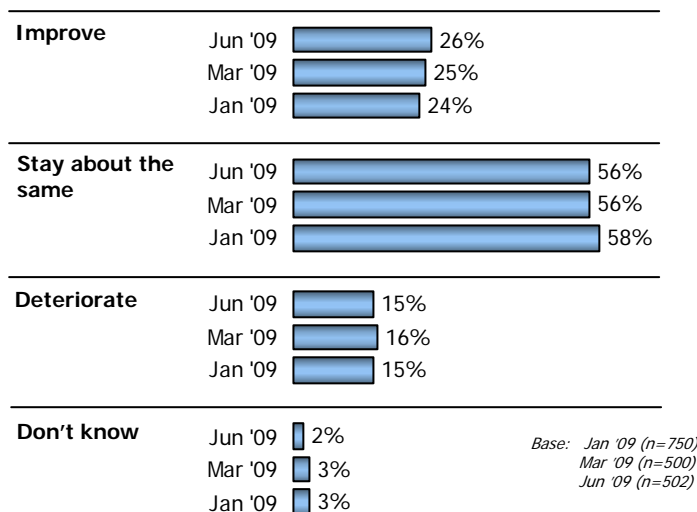
From: Mustel Group Market Research

Date: June 25, 2009

Re: General Economic Outlook Upbeat in British Columbia

The majority of British Columbians expect their personal financial status over the next year to 'stay the same' (56%) or 'improve' (26%). Only 15% expect their status to deteriorate. These results are similar to those found three months ago in March, indicating that consumer confidence has reached a plateau in BC.

Expectation for Personal Financial Status over Next Year

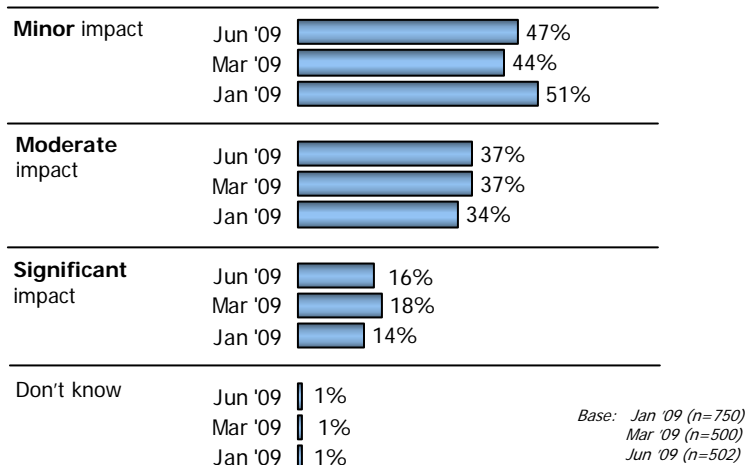


Over the next year, do you expect your financial status to...

Furthermore, less one-in-five British Columbians (16%) report that the economic slowdown has had a *significant* impact on them directly (defined in the survey as "you have had to reduce spending in many areas and change your lifestyle significantly").

Instead the largest proportion, 47% report that the economic slowdown has had only a minor impact ("you are concerned but it has not impacted how you shop or your lifestyle in a major way"). For 37%, the economic situation has had a moderate impact. Again these findings are similar to those measured in March.

Impact of Economic Slowdown



To what extent, if at all, has the recent economic slowdown affected you directly? Has it had:

Men tend to be more optimistic than women. In addition those from below average income households and those residing outside of Vancouver and Victoria are slightly more inclined to have been impacted by the economic slowdown.

For further information, please contact: Evi Mustel: 604-742-2240

**Survey conducted:** June 11-17, 2009

**Methodology:** Random sample of BC adults, 18 years of age and over  
Base: Jan '09 -750, March '09-500, June '09- 502

**Margin of error:** January:  $\pm 3.6\%$  at the 95% confidence level; March/June :  $\pm 4.5\%$

**Sponsored by:** Mustel Group Market Research