



For Immediate Release

March 26, 2008

Deadline Approaches for NB Entrepreneurs to Participate in Cohort Program

Saint John, NB – The March 31st deadline for applications to the Wallace McCain Institute Cohort Program is fast approaching. Entrepreneurs around the province are invited to apply to this new program.

“This program is like the ‘backstage pass’ to entrepreneurship,” says Dr. Nancy Mathis, Executive Director of the Wallace McCain Institute for Business Leadership at the University of New Brunswick. “We are very pleased by the positive response we have received so far, from both entrepreneurs and the senior business leaders who will share their ‘lessons learned’.”

The Cohort Program will bring together exceptional entrepreneurs with practical business experience. Participants will meet for monthly sessions throughout the one year program, and will benefit from guest speakers, tailored workshops and the opportunity to share their experiences and insights.

“This program will help New Brunswick’s best entrepreneurs become even more competitive,” says Derek Oland, chairman of the institute’s Management Committee. “Cohort members will learn how to grow their business and increase their chances of success while keeping their business right here in New Brunswick.”

The program is open to those who have been running their own business for several years, and are dedicated to keeping their head office in New Brunswick. Ambitious entrepreneurs are encouraged to apply for the program before the March 31st deadline. To learn more, or to download the application form, visit www.wallacemccaininstitute.com.

The Wallace McCain Institute helps entrepreneurs grow their businesses and is dedicated to creating new opportunities for social and economic development in New Brunswick.

About the G. Wallace F. McCain Institute

The focus of the G. Wallace F. McCain Institute at the University of New Brunswick is to support the next generation of senior business leaders in the province to meet the complex challenges facing New Brunswick. The program is a catalyst for shifting the business culture of the province

and advancing the values of entrepreneurship and innovation. The development and deepening of relationships and networks is fundamental to how the Institute delivers on its mandate. Programs range in depth – from a very intensive cohort program where high potential leaders will interact in a series of experiences, to one-off workshops and lectures on themes relevant to New Brunswick business issues. The program uses innovative pedagogy to convene people, share best practices, assist in the application of learning, and inspire change. The activity of the institute will be province wide with a physical presence at Beaverbrook House in Saint John.

Management Committee:

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| Derek Oland | Executive Chairman, Moosehead Breweries Ltd |
| Barry Bisson | President, Shad Valley |
| Jane Fritz | VP Academic, University of New Brunswick |
| Gilles LePage | Past CEO of the Mouvement des Caisses Populaires Acadiennes |

Fellows :

| | |
|-----------------|---------------------------------------------------------------------------------------------|
| John McLaughlin | President, University of New Brunswick |
| Gerry Pond | Chairman, Mariner Partners |
| Francis McGuire | Director, CEO and President, Major Drilling Group International |
| Rob Austin | Professor, Harvard Business School |
| Kevin Malone | Former Clerk of the Executive Committee and Secretary to Cabinet, Province of New Brunswick |

For program information, see www.wallacemccaininstitute.com or contact Nancy Mathis, Executive Director, at nancy.mathis@wallacemccaininstitute.com.