

## **Local business named one of Canada's Best second year in a row *DRIVING FORCE honored with prestigious national award***

(Edmonton, Alberta) – DRIVING FORCE was a winner of Canada's 50 Best Managed Companies program in 2006 and Requalified in 2007 to maintain their status as a Best Managed Company.

As part of The Driving Force Inc., DRIVING FORCE Requalified for the prestigious national award sponsored by Deloitte, CIBC Commercial Banking, National Post and Queen's School of Business on February 12, 2008.

"Over the past 15 years, Canada's 50 Best Managed Companies program has recognized the most innovative and Best Managed Companies in Canada. We are delighted to celebrate the accomplishments of DRIVING FORCE Vehicle Rentals, Sales and Leasing," said John Hughes, Partner, Private Company Services group with Deloitte, a national sponsor of the Best Managed program.

The success of DRIVING FORCE is a result of the ability to provide a combination of products and services unique to the markets it serves and proven service excellence. For two years running, customer satisfaction as measured by Moments of Truth customer satisfaction surveys has exceeded 99%.

"It is an honor to be recognized," says Jeff Polovick The Driving Force Inc. President and CEO who started the company 30 years ago in a Spruce Grove gas station. "I'm extremely proud of our employees."

Established in 1993, Best Managed is one of the country's leading business awards programs, recognizing Canadian companies that have implemented world-class business practices and created value in innovative ways. Applications are reviewed by an independent judging panel that evaluates how companies address various business challenges, including new technologies, globalization, brand management, leadership, leveraging and developing core competencies, designing information systems, and hiring the right talent to facilitate growth.

DRIVING FORCE is one of the largest independent vehicle rentals, sales and leasing companies in Canada serving western Canada, the Arctic and, Albuquerque, New Mexico, USA. Known for their ability to exceed customer expectations, DRIVING FORCE has been serving Canada since 1978.

2007 winners of the Canada's 50 Best Managed Companies award, along with Requalified and Platinum Club members will be honored at the annual Best Managed gala in Toronto on February 25th, 2008. On the same date, the Best Managed symposium will address leading-edge business issues that are key to the success of today's business leaders

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**For further information, photo opportunities or staff interviews contact:**

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