

RECOGNIZING & PROMOTING
BUSINESS EXCELLENCE
since 1987



January 2014

Congratulations, ***Ottawa Flowers Inc*** has been selected the 2014 Consumer Choice Award winner in the category of **Florists** for the city of Ottawa and surrounding areas.

Through an independent market research survey, the consumers and businesses in your community have selected you as the top-ranked organization in your industry. You are now part of a very select group of business owners and entrepreneurs recognized for their business excellence in Ottawa.

Consumer Choice Award (CCA) was established in 1987 and is considered the most distinguished award for business excellence in Canada. In fact, our brand name is the most recognized among all awards across Canada, with 8 out of 10 Canadians being aware of the Award. Please visit our website at www.ccaward.com to find out more.

It is our mission to recognize and promote business excellence in communities across Canada. As a national brand, present in 14 major Canadian cities, CCA is uniquely positioned to help your business stand out. We offer a variety of exciting marketing programs that can be tailored specifically to each winner's requirements.

A key business challenge in today's economy is to break through the noise and reach consumers with a distinctive and simple message. Most marketing initiatives are no longer original or effective, and they are easily replicated by competitors. This award offers a special opportunity to only the top-ranking businesses in their industries.

Please join us for the annual Winners' Circle Breakfast on **Thursday, January 30th**. The complimentary breakfast will be held in the Imperial room at the Centurion Conference & Event Center on 170 Colonnade Road South. Registration starts at 7:15, followed by the buffet at 7:30. The presentation runs from 8:00 - 9:15 am and parking is free. This must-attend business event will enable you to learn about our exclusive marketing platform so you can see how it can benefit your company.

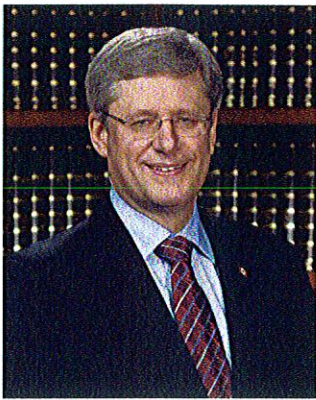
To RSVP or find out more please contact Tsafir Gazith, your Business Development Manager, via email at tgazith@ccaward.com or via phone at 1-877-422-2927. We look forward to seeing you on the 30th.

Sincerely,

A handwritten signature in blue ink, appearing to read "MS", is written over a blue horizontal line.

Marcel Sbröllini
President

CONFIDENTIAL: Prior written consent from Consumer Choice Award is required to make public, publish or create promotional materials contained herein.



PRIME MINISTER • PREMIER MINISTRE

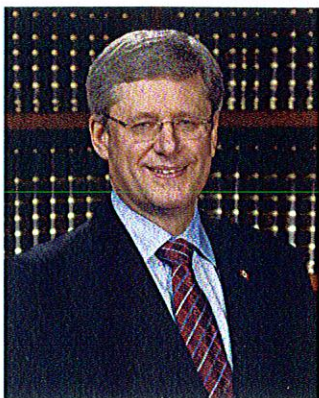
I am pleased to extend my warmest greetings to everyone attending the 2013 Consumer Choice Award Ceremony in Ottawa.

In business, there is no greater compliment than earning the trust and loyalty of one's customers. Tonight's winners of the Consumer Choice Award have been identified by consumers as representing excellence in value and service. I would like to congratulate the honourees for their hard work and entrepreneurial spirit. They can take pride in having been chosen by the people of the Nation's Capital for demonstrating integrity and leadership in their respective fields.

Please accept my best wishes for a memorable event.

The Rt. Hon. Stephen Harper, P.C., M.P.

OTTAWA
2013



PRIME MINISTER • PREMIER MINISTRE

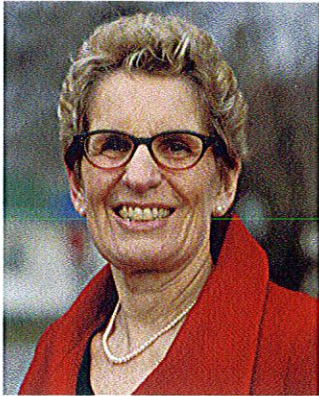
Je suis heureux de présenter mes salutations les plus chaleureuses à tous ceux et celles qui assistent à la cérémonie de remise des Prix du choix du consommateur 2013, à Ottawa.

En affaires, il n'y a pas plus grand compliment que la confiance et la loyauté des clients. Les lauréats de ce soir ont été choisis par des consommateurs parce qu'ils incarnent l'excellence sur le plan de la valeur et des services. Je tiens à féliciter les personnes honorées ce soir de leur travail et de leur esprit d'entrepreneuriat. Elles peuvent tirer une grande fierté d'avoir été choisies par les gens de la capitale nationale comme modèles d'intégrité et de leadership dans leurs domaines respectifs.

Je vous souhaite une soirée des plus mémorables.

Le très honorable Stephen Harper, c.p., député

OTTAWA
2013



Premier of Ontario - Première ministre de l'Ontario

April 18, 2013

A PERSONAL MESSAGE FROM THE PREMIER

On behalf of the Government of Ontario, I am delighted to extend warm greetings to everyone attending the Consumer Choice Award (CCA) celebration of outstanding businesses in the National Capital Region.

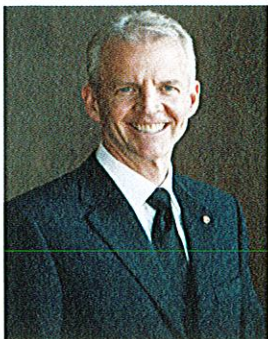
Ontario is infused with a robust entrepreneurial spirit — one that has built successful businesses, created jobs and contributed to the prosperity we enjoy as a province. It is only fitting therefore that we take the time to honour the companies whose strong customer-focused approach to service has set them apart.

I wish to thank the CCA for giving Ottawa-area buyers the opportunity to single out businesses that have delivered value for service and provided a rewarding consumer experience. And to this evening's award winners, my hearty congratulations! I am very pleased that you have this opportunity to take a bow for your exemplary business practices and for enhancing the National Capital Region's reputation for entrepreneurial excellence. You have perfected what is very often the pivotal element in attracting and retaining customers — stellar service. Again, well done!

I applaud the CCA for making these awards possible and for inspiring others to follow in the footsteps of this evening's honourees.

Please accept my sincere best wishes for an enjoyable and memorable evening.

Kathleen Wynne
Premier



AWARD-WINNER SELECTION



You were selected as the top-service provider in your respective industry via our unique selection process. We are the only organization in North America to recognize business excellence by conducting market research that is statistically accurate. Each year, across Canada, we gather opinions, perceptions and expectations through the response of thousands of consumers and businesses.

Our selection process has been perfected over the years with the help of third party research firms. This ensures that only the most outstanding service providers are the winners of our prestigious award. Today, we conduct the consumer and business market research strictly through Leger Marketing, the leading Canadian-owned independent market research firm and member of the Worldwide Independent Network (WIN) of Market Researchers. The highest market research quality with a standard of deviation of +/- 3% is conducted in three market areas; 1) General population - over 1000 qualified consumers were surveyed via Internet panel; 2) Business - top-ranking managers of small or medium-sized businesses counting 250 employees or less and; 3) Construction industries - hundreds of like-industry decision makers surveyed via the phone.



This research method determines all top ranked companies, and establishes the winner within each industry. Find below the key steps of our selection process:

1. Industries researched: determined by us (CCA)
2. Companies included: pre-test survey (Leger) & past recipients
3. Market and segment representation: randomly selected panels (Leger)
4. Market Research Study; Close-ended question (Leger)
5. Top ranking companies: categories winners' list (Leger)
6. Award-winners letters: communicated by us (CCA)

It is our mission to ensure we recognize organizations that are truly representative of their cities without the influences of industry insiders, advocate groups, and unethical business practices. No more than one vote per person is tabulated, third parties have no influence in the selection process, and only the research company conducts the research results.

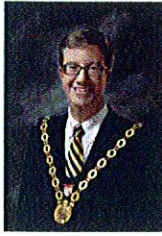
Our goal is to be totally transparent in our selection process. Therefore, do not hesitate to contact me and/or Leger Marketing for further details.

Sincerely,

Jack McFadden
Chief Operating Officer (COO)



Jim Watson
Mayor / Maire



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April 18th 2013/Le 18 avril 2013

On behalf of Members of Ottawa City Council, it is my distinct pleasure to extend a very warm welcome to all those in attendance of the **seventeenth annual Consumers' Choice Awards** in Ottawa-Gatineau.

Au nom des membres du Conseil municipal d'Ottawa, je souhaite la plus cordiale bienvenue à tous les participants à la **dix-septième remise annuelle des prix Le Choix des Consommateurs** pour Ottawa-Gatineau.

Ottawa can take great pride in its very talented and skilled, as well as highly motivated, multilingual and entrepreneurial workforce.

Ottawa peut être fier de sa main-d'œuvre très talentueuse et qualifiée, motivée au plus haut niveau, multilingue et entrepreneuriale.

Il n'est donc pas étonnant que l'économie d'Ottawa s'appuie sur un secteur privé fort et rentable, notamment dans les domaines du commerce, des services professionnels, scientifiques et techniques, du tourisme et des congrès, des arts et loisirs, en plus des finances, de l'assurance, de l'immobilier, du bâtiment, des transports et de l'entreposage.

Canada's capital is also an important knowledge-based economy, the choice address for numerous cutting-edge technology software, telecommunications, semi-conductor, photonics, health and life sciences, biophotonics, wireless, video gaming and call centre companies, in addition to defence and security firms. It is further bolstered by the new and rapidly expanding green technology sector, namely clean energy and environmental technologies.

Ce soir, nous avons la chance unique de rendre hommage à l'élite du milieu des affaires d'Ottawa, et de reconnaître les efforts considérables déployés par ses représentants, leur expertise, leur créativité et leurs capacités entrepreneuriales, autant d'atouts qui leur valent la loyauté de clients satisfaits à tous points de vue.

As Head of Council, I am very proud to offer congratulations to this year's Consumers' Choice Award recipients in all categories for their stellar work.

En ma qualité de chef du Conseil, je suis très fier de rendre hommage aux lauréats du Prix du choix des consommateurs, toutes catégories confondues, pour leur travail exceptionnel.

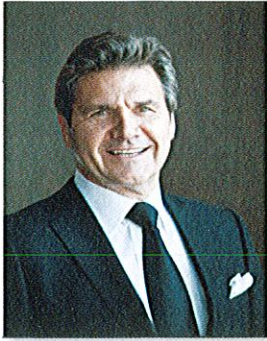
I want also to give a hearty applause to all members of Ottawa's business community for their notable contribution to enhancing our city's reputation as a very professional and competitive centre to do business, and where the most up-to-date business applications and technology are used in the marketplace.

Permettez-moi enfin de vous souhaiter à toutes et à tous une célébration agréable et mémorable de nos gens d'affaires exceptionnels.

Allow me to convey best wishes to everyone present here this evening for a very enjoyable and memorable celebration of our community's outstanding businesspeople.

Sincerely, /Cordialement,

Jim Watson
Mayor/Maire



WORDS FROM THE PRESIDENT



Consumer Choice Award (CCA) was established in 1987 with the sole purpose of recognizing business excellence for small-medium size businesses in specific market areas. Over time, promoting award-winners was introduced to provide the benefit of optimizing the recognition to the public and business community. Having an independent third party promote recipients proved to be very successful.

Today, we recognize & promote business excellence and our business model captures the opinions of consumers and business people without the influence of industry insiders, advocate groups or unethical business practices. The results are gained through accurate and well-proven independent market research, making Consumer Choice Award recognition well earned and all the more significant.

We are not an association you can join, but rather an organization that provides independent market research and exclusive marketing programs to top industry ranking companies. Our value proposition is clear: We provide the ability to differentiate in the marketplace with unique and exclusive marketing initiatives.

Potential impact on your business:

1. Existing Customers: Reinforce business relationship
2. New Customers: Influence purchase-decision
3. Internal People: Employee retention & recruitment
4. External People: Suppliers, financing, and success plan

Our brand is strong and vibrant, with dominant awareness and equity results across 12 major metropolitan areas in Canada.

By associating your business with our trademark, you position your company to stand out amongst your competitors, since we are recognized as the most renowned and prestigious business award in the nation.

This provides a clear advantage that simply cannot be matched.

Real Votes. Real Winners.

Marcel Sbröllini

President