

## **POSITION DESCRIPTION OF THE PRESIDENT & CHIEF EXECUTIVE OFFICER**

The President and Chief Executive Officer's (CEO) primary role is to manage the Company in an effective, efficient and forward-looking way and to fulfill the priorities, goals and objectives determined by the Board of Directors in the context of the Company's strategic plans, budgets and responsibilities set out below, with a view to increasing shareholder value. The CEO is responsible to the Board. Without limitation to the foregoing, the CEO is responsible for the following:

1. Maintain and develop the Company's role as a leader in its industry.
2. Providing leadership to the Corporation including making strategic choices to bring about change, focusing operating activities on value, challenging prevailing wisdom and allocating appropriate time between strategy, customers and management.
3. Maintain and develop with the Board strategic plans and management processes for the Company and successfully implement such plans and processes.
4. Monitors financial performance.
5. Selects senior management, provides oversight of the Company's staff and ensure that the Company's Human Resources are managed properly.
6. Recommends appropriate management rewards and incentives.
7. Oversees Senior Management development programs and succession planning.
8. Set annual CEO objectives and objectives of the Senior Management team.
9. Provide high-level policy options, orientations and discussions for consideration by the Board.
10. Maintain existing and develop new strategic alliances and consider possible merger or acquisition transactions which will be constructive for the Company's business and will help enhance shareholder value.
11. Provide support, coordination and guidance to various division leaders of the Company.
12. Ensure communications between the Company and major stakeholders, including and most importantly the Company's shareholders, are managed in an optimum way and are done in accordance with applicable securities laws.
13. Provide timely strategic, operational and reporting information to the Board and implement its decisions in accordance with good governance, with the Company's policies and procedures, and within budget.
14. Act as an entrepreneur and innovator within the strategic goals of the Company.
15. Coordinate the preparation of an annual business plan.
16. Ensure appropriate resources are made available to the Board.
17. Comply at all times with laws and ensure to provide a culture of high ethics throughout the organization.

September 1, 2005