



FOR IMMEDIATE RELEASE

Superior Propane Sponsors the Canadian Breast Cancer Foundation

Calgary, Alberta, September 15, 2009 – In support of the Canadian Breast Cancer Foundation- Ontario Region, Superior Propane today introduced a new pink and white delivery truck into its fleet; a sharp contrast from all of its other bright yellow vehicles.

This new pink and white truck is the first vehicle of its kind in the Canadian propane industry. It will deliver propane to Superior Propane customers in Ontario and a portion of all revenue generated from those deliveries will be donated back to the Canadian Breast Cancer Foundation. Each time this truck makes a delivery, customers will receive a note advising them that the propane they have just received is helping to create a future without breast cancer.

In addition to making propane deliveries, this truck will also be displayed at various tradeshow and events throughout Ontario. By featuring the pink and white truck at tradeshow and events, and having breast health information on hand, Superior Propane aims to help raise awareness about the disease.

Superior Propane is committed to improving lives and the communities in which its customers and employees reside and this cause marketing relationship is a clear demonstration of that commitment. Breast cancer does not just affect those people living with the disease, but also their friends and families. With the debut of this new pink and white truck, Superior Propane is proud to assist the Canadian Breast Cancer Foundation in their mission of creating a future without breast cancer.

Superior Propane is Canada's largest and only national provider of propane and related services, which it provides to over 200,000 residential, commercial and industrial customers in over 180 communities. Superior Propane employs over 1,600 employees and delivers over 1.4 billion litres of propane annually. Superior Propane is a Canadian company that has been in business since 1951. It is headquartered in Calgary, Alberta and is a division of Superior Plus Corp.

The Canadian Breast Cancer Foundation was founded in 1986 as the first organization in the country devoted exclusively to the funding of breast cancer research, education and awareness initiatives. The Foundation continues to blaze new trails in breast cancer and breast health by directing donor dollars to world-class researchers and clinicians who are contributing to groundbreaking progress in breast cancer prevention, diagnosis, treatment and care. Since 2000, the Foundation has directed nearly \$60 million to the cause in Ontario alone as a result of fundraising initiatives like our signature event, the Canadian Breast Cancer Foundation CIBC Run for the Cure, hundreds of thousands of donors and the efforts of a committed volunteer network numbering in the thousands.

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