

# PRESS RELEASE

For immediate publication



## 10th edition of the *Caisse de dépôt et placement du Québec / Merrill Lynch Economic and Financial Journalism Award*

**Now open for entries!**

*Montreal, October 17, 2006* – The 2006 call for entries has something of a celebratory flavour, as this year's competition is the tenth anniversary edition of the *Caisse de dépôt et placement du Québec / Merrill Lynch Economic and Financial Journalism Award*. The competition, which is launched today, is open to all Québec-based print or electronic journalists responsible for outstanding economic and financial reporting published or broadcast to the general public between September 1, 2005 and August 31, 2006. Eligible entrants are invited to submit their work to ASDEQ before November 17, 2006. The rules of the competition, as well as details of the registration procedure, are available from ASDEQ or at the award's website: [www.prixdejournalisme.com](http://www.prixdejournalisme.com).

The competition, in existence since 1997, has become one of the most prestigious journalism prizes in Québec. Jacques Brind'Amour, President and General Manager of La Financière agricole du Québec and 2006-2007 President of ASDEQ, said today, "The importance of these awards to journalists in the economic field is underlined each year by the quantity and quality of the entries received, which are always on the increase."

Guy Savard, Merrill Lynch's Chairman of the Board and Chairman of the Board for Québec Operations, speaks with pride of his company's involvement in the 10th anniversary edition of the Award, as well as the competition's achievements along the way: "Merrill Lynch has been a partner in this event since its beginnings and we are very proud of the importance and credibility it has gained over the years."

Henri-Paul Rousseau, President and Chief Executive Officer of the Caisse de dépôt et placement du Québec added, "The innumerable sources of information available today are making the job of the journalist more challenging than ever, i.e. communicating top-quality economic information. Thus it is important to recognize the excellent work of those journalists who cover the economic life of Québec on a daily basis. The Caisse is pleased to encourage the dissemination of balanced, good-quality information to the public and to the business community through its association with ASDEQ and this competition."

### **Prizes and jury members**

Cash prizes of \$10,000, \$5,000 and \$2,500 will be awarded to competition winners. The jury also reserves the right to recognize the contribution of a particular journalist to the advancement of economic and financial information by the awarding of a Career Prize.

This year, the jury of the 10th anniversary edition of the Award will be made up of Charles A. Carrier, General Manager of ASDEQ; Claude Masson, economist and former professor of economics at Laval University; Pierre Bergeron, host of the program *FrancOpinion* and former manager of *Le Droit*; Claude Beauchamp, journalist and former host of the program *Capital Action* on the RDI network; and Thierry Watine, professor at Laval University's department of Information and Communications.

### **Partnering in the Prize**

The Caisse de dépôt et placement du Québec is a financial institution that manages funds primarily for public and private pension and insurance plans. The leading institutional fund manager in Canada, the Caisse invests in the main financial markets as well as in private equity and real estate.

Merrill Lynch is one of the world's leading financial management and advisory companies, with offices in 36 countries and total client assets of approximately US\$1.6 trillion. As an investment bank, the company is a leading global underwriter of debt and equity securities and strategic advisor to corporations, governments, institutions and individuals worldwide.

The Association des économistes québécois (ASDEQ) is the principal organization bringing together economists in Québec and is dedicated to the professional advancement of its approximately 500 members. Its primary objective is to foster awareness of, and knowledge about, the field of economics. ASDEQ is a dynamic association that is open not only to economists but also to anyone interested in economic and financial issues. The association is becoming increasingly recognized as a vital participant in today's great economic debates.

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**Useful websites:**

- Caisse de dépôt et placement du Québec / Merrill Lynch Economic and Financial Journalism Award  
[www.prixdejournalisme.com](http://www.prixdejournalisme.com)
- Association des économistes québécois  
[www.asdeq.org](http://www.asdeq.org)
- Caisse de dépôt et placement du Québec  
[www.lacaisse.com](http://www.lacaisse.com)
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