

# PRESS RELEASE



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

## THE 2006 WINNERS

**First Prize:** Jacques Benoît – La Presse  
**Second Prize:** Astrid Morchoine – Les Affaires  
**Third Prize:** Michel Labrecque – Radio-Canada

**Montreal, January 23, 2007** – Yesterday evening, in a gala atmosphere at the Parquet du Centre CDP Capital, the winners were announced of the three grand prizes in the 10th edition of the ***Caisse de dépôt et placement du Québec /Merrill Lynch Economic and Financial Journalism Award of Excellence***, one of the most prestigious journalistic competitions in Quebec.

At the traditional annual reception, the \$10,000 first prize was awarded to Jacques Benoît of La Presse for his excellent short reports entitled *The SAQ inflates its prices*, *The prices of European wines will drop by about 8%* and *Another faux pas by the SAQ*. The second prize of \$5,000 went to Astrid Morchoine of Le journal des Affaires for her reporting on *International - China special*. The third prize of \$2,500 was awarded to Michel Labrecque for his Radio-Canada report entitled *Reinventing the welfare state: what is the future for social democracy?*

The jury of the anniversary edition of the Award was made up of Charles A. Carrier, General Manager of ASDEQ; Claude Masson, economist and former professor of economics at Université Laval; Pierre Bergeron, host of the program *FrancOpinion* and former manager of the newspaper Le Droit; Claude Beauchamp, journalist and former host of *Capital Action* (RDI); and Thierry Watine, professor in the department of Information and Communication, Université Laval.

Following the reception, the guests attended a special banquet to celebrate the 10th anniversary of the Award, during which they listened to a very interesting panel discussion on the future prospects for economic and financial journalism. The panel consisted of Marie-Agnès Thellier, President and General Manager of the Cercle des présidents du Québec and Jean-Paul Gagné, Editor Emeritus of the newspaper Les Affaires and winner of the 2004 ASDEQ Career Achievement Award, and was moderated by Michèle Boisvert, assistant to the information director and to the managing editor of the economics and financial pages of the daily newspaper La Presse. A retrospective featuring the winning journalists and articles over the last ten years of the competition was presented as part of the gala evening, underlining the excellence of the work achieved by those covering economic affairs in Quebec during this period.

As stated by Henri-Paul Rousseau, President and Chief Executive Officer of the Caisse de dépôt et placement du Québec, “It is important to publicly recognize the contribution made by those journalists who are reporting on the economic and financial scene. They carry a very great responsibility, namely to understand and promote understanding, always with the aim of communicating balanced, high-quality information to the public and to the business community. In this regard, the Caisse is very proud to be part of tonight’s ceremony at the Parquet and to be associated with this competition, which it wholeheartedly supports.”

Guy Savard, Chairman of the Board of Merrill Lynch Canada and principal creator of the Award in 1997, announced the 2006 winners. In doing so, he spoke of the evolution of the Award: “Our objective from the start was to honour journalistic excellence as well as the development and diffusion of economic and financial knowledge in Quebec. Looking at the distance we have come in these ten years and the awareness the Award

has achieved – not only in the journalism field, but also among the economic and financial community – I believe we can say with some pride: Mission Accomplished.”

Jacques Brind’Amour, President and General Manager of La Financière agricole du Québec and 2006-2007 president of ASDEQ, underlined the excellent quality of the journalism submitted for this tenth edition of the Award, believing it reflects the great scope and credibility attained by the Award over the past decade. “The Caisse de dépôt et placement du Québec/Merrill Lynch Economic and Financial Journalism Award of Excellence has clearly achieved a high level of awareness over the years, evidenced by the fact that we received 61 entries this year, submitted from a total of 19 different media, French and English.”

### **The Award’s partners**

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.

ASDEQ (Association des économistes québécois) is the principal organization for economists in Quebec and is dedicated to the professional advancement of its approximately 500 members. The Association’s 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 regarded as the authority on economics in Quebec and is increasingly recognized as a vital participant in today’s great economic debates.

- 30 -

### **Information:**

Marie-Pierre Collin  
Alize Communications  
(514) 733-3760  
[mpcollin@alizecommunications.com](mailto:mpcollin@alizecommunications.com)

Monique Fiset  
Coordinator, ASDEQ  
(514) 342-7537  
[national@asdeq.org](mailto:national@asdeq.org)

### **Useful links:**

- Caisse de dépôt et placement du Québec/Merrill Lynch Economic and Financial Journalism Award of Excellence [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)
- Merrill Lynch [www.ml.com](http://www.ml.com)