

**PRESS RELEASE**  
For immediate release



**Caisse de dépôt et placement du Québec–Merrill Lynch  
Economic and Financial Journalism Award  
AWARDED BY ASDEQ**

**NOW OPEN FOR ENTRIES**

**Montreal, October 17, 2008** – The Caisse de dépôt et placement du Québec and Merrill Lynch, partners with the Association des économistes québécois (ASDEQ) in organizing the Caisse de dépôt et placement du Québec–Merrill Lynch Economic and Financial Journalism Award, are pleased to announce that the 2008-2009 contest is now open for entries. This prestigious award, now in its 12th year, underlines the vital role played by journalists in the economic life of Quebec by honouring the excellence of leading practitioners in the field. Prizes of \$10,000, \$5,000 and \$2,500 will be awarded.

The award is open to all journalists working in Quebec in the print, television, radio and electronic media who have published or aired an economic or financial story between September 1, 2007 and August 31, 2008. Entries are accepted in three categories: Long Feature Story; Short Feature Story; and Column, Analysis, Commentary or Editorial. Candidacies must be received by ASDEQ before November 14, 2008. The complete rules of the contest, a description of the categories and entry instructions are available from ASDEQ or at [www.prixdejournalisme.com](http://www.prixdejournalisme.com).

As stated by Guy Savard, Chairman of the Board for Quebec Operations for Merrill Lynch, "The number of entries received, which has consistently grown since the Award was created in 1997, as well as the quality of the stories and articles submitted, attests to the level of awareness and importance given to this contest among Quebec's journalistic community. The objectives we set out with ASDEQ from the beginning, and since then with the Caisse de dépôt et placement du Québec, which were to publicize excellence in economic and financial journalism, have been met."

"During the period of pronounced volatility we are going through, the public expects economic information that is relevant, reliable and independent. Recognizing the quality of the work done by journalists each day to present business and financial news in a form accessible to all is therefore especially important this year," explained Richard Guay, President and Chief Executive Officer of the Caisse de dépôt et placement du Québec.

This year's jury will be chaired by Charles A. Carrier, General Manager of ASDEQ, and is made up of the following members: Jean-Pierre Aubry, Chair of ASDEQ's Public Policy Committee; Claude Beauchamp, journalist and former host of the RDI program *Capital Action*; Pierre Bergeron, host of *FrancOpinion* and former director of *Le Droit*; and Thierry Watine, professor in the Department of Information and Communication at Université Laval.

Last year's winner of the top prize of \$10,000 was Guy Gendron of Radio-Canada for his report entitled "Du sable dans l'engrenage." The \$5,000 prize went to *Les Affaires* reporter François

Normand for his story entitled "Exporter aux États-Unis", and David Descôteaux of *Revue Commerce* received \$2,500 for his article on "Redoutables lobbys."

### **Partners 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. As at December 31, 2007, it held \$155.4 billion of net assets. One of the leading institutional fund managers in Canada, the Caisse invests in the main financial markets as well as in private equity and real estate. [www.lacaisse.com](http://www.lacaisse.com)

**Merrill Lynch** is one of the world's leading wealth management, capital markets and advisory companies, with offices in 40 countries and territories and total client assets of approximately US\$1.6 trillion. As an investment bank, Merrill Lynch is a leading global trader and underwriter of securities and derivatives across a broad range of asset classes and serves as a strategic advisor to corporations, governments, institutions and individuals worldwide. [www.ml.com](http://www.ml.com)

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. [www.asdeq.org](http://www.asdeq.org)

- 30 -

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