



**BBD (Benefits By Design Inc.)
Top 50 Best Small and Medium Employers in Canada!**

We Rank #9 on the List!

Port Coquitlam, BC, January 14, 2009 – BBD is pleased to be named among the Top 50 Best Small and Medium Employers in Canada. Last year we were ranked #14 and we have moved up to #9. We are also ranked #1 in BC and in Eastern Ontario. The study, now in its fifth year, is published in the Globe and Mail.

Ron Southward, President of BBD comments, "BBD has adopted the simple adage that if we look after our employees, our employees will look after our customers, and our customers will look after our shareholders. This process has worked very well for us." Troy Southward, Managing Partner states "it is our philosophy that if we take the time and effort to appreciate and engage our employee's, they will almost always reciprocate in extraordinary ways."

It is very clear why BBD receives comments from their employees such as this. Paru Kavia, Account Manager commented "coming to work is a pleasure. Co-workers are like extended family members and clients become our good friends as we gain their confidence and trust to get the job done right! It's not a surprise to win this award as BBD is great at what it promises to do – good to its employees and we deliver to the customer accurately and in a very timely manner, and most importantly with a smile".

Becoming a Top Best Small and Medium Employer is a very detailed and competitive process. This national awards program recognizes top employers with between 50 and 400 employees. This study mirrors the renowned Best Employer in Canada initiative run by partner, Hewitt Associates; however, caters to smaller businesses.

The rankings are primarily determined using the results from Employee Opinion Surveys. Here, 18 key engagement drivers are detailed and analyzed. The evaluation process also includes the assessment of organization practices and perspectives from the leadership team. This year, more than 250 companies across Canada registered to participate in the study.

Study partners include Queen's School of Business, Queen's Centre for Business Venturing and Hewitt Associates. More information about the Best Small and Medium Employers in Canada is available online at <http://business.queensu.ca/qcbv/sme>.

About BBD

BBD is an administered benefits agency that distributes its products and services through independent group-focused insurance advisors to employers and plan sponsors across Canada. As a Third Party Administrator, BBD selects the best components from various insurance suppliers and combines them into streamlined employee benefit plans.

In the past three years, BBD has experienced phenomenal growth, doubling our staff and client base. With the recent addition of sales offices in Halifax and Ottawa, BBD continues to forge new inroads in the Canadian benefits marketplace. Please visit us at www.bbd.ca or call 1-800-668-2295.

For media inquiries, please contact:

Shylo Kennett
Director of Communications
Phone: (604) 464-0313 Ext. 301
Toll Free: 1-800-668-2295
Email: shylo.kennett@bbd.ca

Sandra Olszowka
Queen's Centre for Business Venturing
Queen's School of Business
(613) 533-3119
solzowka@business.queensu.ca