

**For immediate release:  
News Release**

February 22, 2011

**DRIVING FORCE Re-Qualifies as One of Canada's 50 Best Managed Companies**  
*Local business honoured with prestigious national award for the fifth year in a row*

(Edmonton, AB) – Edmonton-based The Driving Force Inc. has been named One of Canada's 50 Best Managed Companies for the fifth year in a row. The vehicle rentals, sales and leasing business first won in 2006. The winners were announced on February 22, 2011.

Established in 1993, Canada's 50 Best Managed is one of the country's leading business award programs, recognizing excellence in Canadian-owned and managed companies. The award is sponsored by Deloitte, CIBC Commercial Banking, National Post and Queen's School of Business. Each year, hundreds of entrepreneurial companies compete for the title in an independent process that evaluates the quality of their management practices.

Started in 1978 in Spruce Grove, Alberta, DRIVING FORCE has expanded to become one of the largest independent vehicle rentals, sales and leasing companies in the country. With 10 locations across western Canada and Nunavut, DRIVING FORCE is complimented by two branches of its sister Company Hino Central and also includes Westend Suzuki.

Re-qualifying for Canada's 50 Best Managed Companies testifies to The Driving Force Inc.'s ongoing pursuit of excellence and commitment to quality in all its markets. As an independent, The Driving Force Inc. continues to exceed expectations in service, management and superior product access.

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