



FOR IMMEDIATE RELEASE MEDIA ADVISORY

MR. LUBE FOUNDATION LAUNCHES THE TOURNAMENT FOR LIFE

First annual golf event to support prostate cancer research

TORONTO, June 23, 2008 – On Tuesday June 24, the Mr. Lube Foundation will be hosting the first annual Tournament for Life in support of prostate cancer research and has named the Prostate Cancer Research Foundation of Canada (PCRFC) as the beneficiary. Copper Creek Golf Course in Kleinburg, Ontario will be the site of the first annual tournament.

“The Mr. Lube Foundation is pleased to be supporting prostate cancer research with this important golf tournament. With the loss of our former President and CEO Ted Ticknor to this disease, we are committed to working to find a cure,” says Paul Healey, President and CEO, Mr. Lube Canada. “Having the opportunity to increase awareness and donate funds to help finding a cure is something that we are most proud of as an organization. Important partners such as Wakefield Canada Inc., our presenting sponsor, allow us to focus our efforts on increasing the education needed to help eradicate the disease.”

By partnering with the Prostate Cancer Research Foundation of Canada, the Mr. Lube Foundation will help battle the disease on two fronts: through building awareness and generating funds for research.

“As a long term business and strategic partner of Mr. Lube Canada, it gives us great pleasure to support the Mr. Lube Foundation in all of its charitable activities,” says Bob MacDonald, President, CEO and founder of Wakefield Canada Inc. “As presenting sponsor of this tournament, we not only acknowledge our long term support of Mr. Lube and their initiatives, but also a cause that is very close to our hearts, prostate cancer research. We expect this annual tournament to raise the profile of this disease while raising critical funds to allow researchers to find a cure.”

“Prostate cancer is as prevalent in men as breast cancer is in women, but has nowhere near the same public profile,” stated Greg Sarney, Vice President, PCRFC. “We applaud the Mr Lube Foundation for taking the lead in spreading the word about this disease, and raising money for innovative research into the prevention, detection and treatments for prostate cancer.”

Prostate cancer is the most common cancer in men with over 24,000 Canadian males being diagnosed in this year alone. Currently, one in 27 will die from the disease. The good news is that 95 per cent of prostate cancer cases are curable if the disease is detected and treated in its earliest stages.

About Mr. Lube Canada

Mr. Lube Canada is Canada's No. 1 quick lube provider and a leader in the automotive routine maintenance category with 93 locations across Canada. Founded in 1976, Mr. Lube Canada has served over 32 million customers in its 32 years history. Headquartered in Delta, BC, the company also has a regional office in Mississauga, Ontario to support its national franchise network. For further information, visit www.mrlube.com

Mr. Lube Canada and the Mr. Lube Foundation's primary focus for support are Prostate Cancer Research and Education and Children's Welfare. Since 2002, Mr. Lube Canada and the Mr. Lube Foundation have donated over \$3 million dollars to these and other local charities across the country. For further information, visit www.mrlube.com.

About the Prostate Cancer Research Foundation of Canada

The Prostate Cancer Research Foundation of Canada is the leading national organization devoted solely to eliminating the threat of prostate cancer. Our mission is to raise funds for research into the prevention,



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treatment and cure of prostate cancer by engaging Canadians through awareness, education and advocacy. For further information, visit www.prostatecancer.ca.

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