



PRESS RELEASE

FOR IMMEDIATE RELEASE

GROUP BISCUITS LECLERC INVESTS 7 MILLION \$ IN AN INNOVATION, RESEARCH AND DEVELOPMENT CENTER;

Saint-Augustin-de-Desmaures, Thursday, April 14th 2011 – The Group Biscuits Leclerc is proud to announce the construction of an Innovation, Research and Development Center created in order to meet the company's mission. This three story high building with a 32 000 square feet surface will be attached by a footbridge to the head office and to one of the plants located in the François-Leclerc Industrial Park in St-Augustin-de-Desmaures. With an investment of more than 7 million dollars, this health and well-being center which will be inaugurated next fall will become an important window for the development of the cookie of the future.

«We have already taken considerable steps with the introduction of the Vital brand in 2002 and with the Praeventia brand in 2008 which have now become popular product lines because of their nutritious benefits. We are now working on the development of products which will not only prevent diseases but also heal them», explained Mr. Jean-Robert Leclerc, President of the board of directors of the Group Biscuits Leclerc.

This center will regroup specialists in the nutrition and research and development field. The staff will be dedicated to innovation for cookies and healthy nutritious snacks. «Remember the Hippocrate quote «Let your food be your medicine, and your medicine be your food». The concept of prevention in health goes way back to ancient history. It is now time to take a step further in our development and to meet our consumer's needs. Today's consumers are more than ever conscious of the importance of eating healthy and they know the impact it has on their well-being says Mr. Jean-Robert Leclerc.

Being a major player in the trend of healthy eating, the Group Biscuits Leclerc pursues its mission to be close to the consumers and to have their well-being at heart. This center will be equipped with cutting edge technology and will possess a room for scientific documentation where our R&D Specialists will be concentrating their efforts on nutrition that will prevent certain chronic diseases. At the same time, our technologists will be working to improve the «friendship cookie» which has been developed to help feed third world countries. An analysis of their dietary needs will be done in order to create a product that is rich in nutrients that will fulfill numerous dietary deficiencies of several families that are in need.

