



The Dufresne Group

News Release

THE DUFRESNE GROUP (TDG) EXCELLENCE CONTINUES

December 13, 2006

TDG has once again been recognized as a member of the Canada's Best Managed Companies distinguished group – the Platinum Club.

Platinum Club members form an elite group of Canadian-owned and managed companies that consistently excel in every aspect of business. To become a Platinum Club member, companies must maintain their designation as one of Canada's Best Managed Companies for a minimum of six consecutive years, subject to annual operational and financial review.

“Achieving the highest level of business performance over the long-term is only possible when organizations embrace a culture of aligning every activity and resource with building value for their stakeholders,” said Deloitte Partner with the Private Company Services Group, and National Leader of the Best Managed program, John Hughes. “Membership in these groups symbolizes the ultimate goal for any business – sustained high performance. All companies strive for business success; what distinguishes Platinum Club members is their ability to sustain that success.”

“This award is a tribute to the entire Dufresne team,” says CEO Mark Dufresne. “Our team has been very successful delivering our brand promise of a better experience, which differentiates us and keeps our customers coming back.”

Doug Dufresne opened the first furniture & appliance store in 1986 in Kenora, Ontario. Since that time Dufresne has grown to 15 stores operating across four provinces with plans for more on the way! Today, Dufresne employs 600 people and has been recognized and honoured as one of the Best Managed Companies In Canada for eight consecutive years.

For further information, call Kevin Hook at 204-989-9898.



116 Nature Park Way
Winnipeg, MB
R3P 0X8

Tel: (204) 989-9898
Fax: (204) 989-9885