

CEPA STRENGTHENS EXECUTIVE TEAM

Changes reaffirm commitment to safety and stakeholder engagement

Calgary, AB. <January 17, 2010> The Canadian Energy Pipeline Association (CEPA) is pleased to announce the hiring of Philippe Reicher as Vice President, Communications & Stakeholder Relations and the promotion of Ziad Saad to Vice President, Safety & Sustainability. Both individuals will be joining CEPA's executive team starting in January 2011.

For CEPA's Chairman Ian Anderson, "These appointments are an important complement to CEPA's existing executive team of Brenda Kenny and Kim McCaig. Mr. Reicher and Mr. Saad will each play critical roles in the development and advancement of CEPA's strategic objectives and policy influence."

Mr. Reicher brings 20 years of communications experience to the position. His background in stakeholder engagement and regulatory planning includes public consultation and liaison with NGO groups on behalf of energy companies with operations across Western Canada and the United States.

Mr. Saad's career in the energy pipeline industry spans more than 20 years. During that time he has held senior positions in program planning and development, commercial management, pipeline operations and business development, most recently in the areas of oil sands and terminal operations. Mr. Saad was previously Director of Operations at CEPA.

"Communications with a wide range of stakeholders on matters affecting the Canadian pipeline industry particularly in the areas of safety, integrity and damage prevention are critical to CEPA's ongoing efforts to ensure a healthy and sustainable pipeline industry in Canada. Our intention is to inform, educate and discuss proactively with Canadians the role of energy infrastructure in our country's overall economic development and how our industry can support and promote environmental responsibility," states Brenda Kenny, CEPA's President.

As an Association representing companies that transport 97 percent of Canada's daily petroleum and natural gas production to markets throughout Canada and the United States, CEPA recognizes pipeline safety as its top priority. CEPA's regular publication of pipeline safety statistics, its ongoing work to advance industry best practices and improve performance, its commitment to prevent construction-related damage to pipelines, and to introduce a three-digit call number for "Call Before You Dig", are key initiatives of our Association.

CEPA will continue to work collaboratively with stakeholders on a range of issues as well as provide ongoing input to regulators toward improving regulatory frameworks affecting the pipeline industry in Canada.

For additional information about our organization and its new organizational structure, please visit www.cepa.com.

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