PRESS RELEASE
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BENEFICIAL SETTLEMENT OF AN APPLICATION FOR INVESTIGATION AT THE COMMISSION DES DROITS DE LA PERSONNE ET DES DROITS DE LA JEUNESSE

Montréal, January 17, 2006 – The Youth in Motion organization, established in the Petite-Bourgogne neighbourhood in Montréal, will benefit from a settlement between the company Alimentation Couche-Tard Inc. and Mrs. Laurraine Leblanc, a citizen active in the Black community, in a case involving the alleged discriminatory effect of a candy product packaging.

After becoming aware of the discomfort created by its packaging among certain members of the Black community, Alimentation Couche-Tard Inc. withdrew the product concerned ("Sloche strawberry-spiders") from its 560 stores in October, and destroyed its remaining stocks of the product, estimated to be worth $12,500. In addition, this morning it will make a donation of $18,000 to the group Youth in Motion, which works with the Black community in Montréal.

Madam Leblanc has stated her satisfaction with the settlement, and has agreed to renounce any other recourse against the company based on the same facts.

"This is an example of a situation in which the concerns of a citizen for the dignity of her community, and the need of a company to respect the sensitivities of its customer base, can be reconciled," explains Marc-André Dowd, the interim president of the Commission.

The Youth in Motion group for young Black people in the Petite-Bourgogne neighbourhood was set up in 1989 by a group of parents concerned about their children’s future. Each year, it helps around fifty young people aged 12 to 17 in the Black community through activities designed to promote better self-esteem and social, educational and recreational development. The donation from Alimentation Couche-Tard Inc. will be used, as specified in the agreement, for the purchase of sports equipment, computers and books for the young people who take part in the group’s activities.

The donation was presented to Bradley Dottin, president of the Youth in Motion executive committee, by Michel Bernard, Vice-President, Operations of Alimentation Couche-Tard Inc. at a press conference at which Madam Leblanc was also present.

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Source
- Commission des droits de la personne et des droits de la jeunesse
  Ginette L’Heureux
  (514) 873-5146 or 1 800 361-6477, extension 207 or (514) 207-2035
- Laurraine Leblanc
  (514) 717-7492
- Couche-Tard Inc
  Michel Bernard, VP, Operations
  (450) 662-6632