

Mr. Lube Canada - One of Canada's Most Admired Corporate Cultures™

"Selected Regional Winner, Western Canada, From 440 Eligible Organizations"

VANCOUVER, Oct. 20, 2011 /CNW/ - Mr. Lube Canada has been chosen as one of Canada's Most Admired Corporate Cultures™ as part of a national program that recognizes best-in-class Canadian organizations for having a culture that has helped them enhance performance and sustain a competitive advantage. Mr. Lube Canada was selected from a total of 440 eligible organizations that were nominated in 2011.

"Mr. Lube's corporate culture of family values combined with professional management has been critical to its success," said Marty Parker, President and CEO of Waterstone Human Capital. "Its commitment to its corporate values of People, Passion, Partnerships and Performance has provided Mr. Lube with a distinct competitive advantage, making it a clear winner of 2011."

Mr. Lube Canada was founded in 1976 by the Giese family in Edmonton, who had a vision of providing great customer service from a foundation of integrity, community and family. These fundamentals continue to form the framework within which Mr. Lube Canada operates today, which means having one set of values to live by and guide our everyday actions and corporate culture - People, Passion, Partnerships and Performance.

"Our culture is based on open communication and trust, both within the franchisor company and with our franchisees, suppliers and stakeholders," said Stuart Suls, President & COO, Mr. Lube Canada. "And while always remaining customer focused, we believe in having fun! Together, we are quick to share and celebrate achievement, whether individual, team or corporate wide."

Right from the start, the company fostered a caring culture - towards its staff and franchisees, towards their families and to local communities. The terms "franchise community" and "Mr. Lube family" are used commonly within the company and embody the culture of pulling together to help one another.

"Work/life balance is a core principal of our company's 'family first' approach," added Mr. Suls. "We ensure that all staff appreciate the needs of the business but also know that the company will understand the times when family priorities must come first. In that kind of environment, employees are able to focus and their give their all, in the knowledge that they can take time out when they need."

Mr. Lube Canada will be formally presented this year's award at a reception in Vancouver on November 1st, 2011. And, as one of the regional winners, it will also be considered for the overall national award by the program's Board of Governors when it reconvenes later in November.

About Mr. Lube Canada:

Mr. Lube Canada is the country's leading quick lube provider in the routine automotive maintenance sector. The company was founded in 1976 by the Giese family in Edmonton, pioneering a category of automotive servicing that focused on convenience and no appointment necessary. With over 100 stores across the country, Mr. Lube is operated by a national network of franchisees. Following further expansion in Canada, it has a corporate vision to become an international, best in class franchisor of automotive services within 10 years.

About Canada's 10 Most Admired Corporate Cultures™:

Canada's 10 Most Admired Corporate Cultures is founded and presented by Waterstone Human Capital, a leading retained executive search firm specializing in recruiting for fit and in cultural assessment. This national program, now in its seventh year, annually recognizes best-in-class Canadian organizations for having a culture that has helped them enhance performance and sustain a competitive advantage. Canada's 10 is Waterstone's R&D Lab: through our annual Canadian Corporate Culture Study™, the hundreds of program submissions, the nominee interviews, as well as through our Corporate Culture Summit, our regional events, and our national gala, Waterstone is at the forefront of best practices in culture and fit - practices we share with our clients, to help them recruit for fit, conduct cultural assessments and build great organizations.

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