

**For Immediate Release
News Release**

Alberta School of Business, University of Alberta, takes First Place in FEI Canada 6th Annual Best in Class MBA Invitational Case Competition

Toronto, Nov. 14, 2011 – Financial Executives International Canada (FEI Canada), the professional membership association for senior financial executives, congratulates the Alberta School of Business, University of Alberta for its first-place ranking in the 6th Annual Best in Class Invitational MBA Case Competition held at the Ted Rogers School of Management, Ryerson University. FEI Canada further congratulates the HEC Montreal and the Haskayne School of Business, University of Calgary, MBA teams for their second and third place wins.

“The future of Canadian business is in good hands, judging by the performance of the teams at this competition,” said Judy Munro, CA, chair, Best in Class organizing committee, FEI Canada, Toronto Chapter. “The impressive level of academic knowledge and creativity shown by our student participants is a good indication of the upcoming talent in today’s Canadian business schools.”

FEI Canada invited 12 of the leading MBA schools across the country to participate in this year’s Best in Class competition, where teams vied for the \$10,000 first-place prize and an invitation to attend the FEI Canada Annual Conference in St. John’s in June 2012.

Unlike other competitions, Best in Class is not based on a written case study. Teams compete in a real-time environment where they are given hypothetical scenarios based on an existing public company. During the first round of competition, the teams learn the identity of the case company, and then receive a presentation from company executives, followed by a question and answer period. The teams make presentations on the scenario the next day to a panel of esteemed [judges](#) selected by FEI Canada.

Following the semi-final presentations, a fictitious crisis is outlined by executives from the case company. The teams are given less than two hours to develop a strategic approach to manage the situation. Four teams advance to the last round, where a panel of respected Canadian business leaders evaluate the final four presentations to determine the winners of the 2012 Best in Class Invitational Case Competition. Executives from this year’s case company, Cineplex Inc., presented the hypothetical crisis.

“It was an honour and pleasure to participate in the FEI Canada Best in Class Case Competition again this year. The Alberta School of Business takes great pride in our students’ continuing success in these types of events, and invests time and energy into developing our capacity to succeed on the national and international stage,” said Loren Miller, team captain of the Alberta School of Business, University of Alberta team. “In our minds, this is the premier case competition in North America and we are grateful to FEI Canada and all of the organizers who made this such a memorable event and one of the highlights of our MBA experience.” The other members of the team are Senthilkumar Sirchabesan, Raja Mita and Mark Vodden.

Ellis Jacob, President and CEO of Cineplex Inc., congratulated the participating students. “We thank all the students for participating and wish them much success in their future business careers. We witnessed a broad cross-section of talented, bright, competent students this past weekend who will bring a great deal of innovative thinking to the Canadian marketplace. Our thanks go to FEI Canada and the Best in Class sponsors for bringing together corporate Canada with academia in this successful educational partnership.”

The competition concluded with a reception and awards dinner at Hart House, University of Toronto, Saturday, November 12, 2011. The reception was attended by all student participants, the judging panel, corporate sponsors, FEI Canada members and representatives from participating schools.

Financial Executives International Canada (FEI Canada) is the all industry professional membership association for senior financial executives. With eleven chapters across Canada and more than 2,000 members, FEI Canada provides professional development, thought leadership and advocacy services to its members. The association membership, which consists of Chief Financial Officers, Audit Committee Directors and senior executives in the Finance, Controller, Treasury and Taxation functions, represents a significant number of Canada’s leading and most influential corporations.
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