

Mac's Convenience Stores Inc.
A Couche-Tard company
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Helping earthquake victims in Haiti

Mac's Convenience Stores is making each \$1 donation go further

Donations collected will be forwarded to The Canadian Red Cross

Toronto, January 19, 2010 – Mac's Convenience Stores across Canada has begun doing its part to help the victims of the earthquake in Haiti by supporting Canadian Red Cross relief and recovery efforts.

Starting last Friday, January 15 through to Sunday, January 24, each time customers add a \$1 donation to their purchase at any Mac's store across Ontario and Western Canada, Mac's will **match dollar-for-dollar for up to \$250,000 in total**. This means that each \$1 donated by a customer has a **potential impact of \$3** considering Mac's matching dollar and that from the Canadian Government. All collected donations will be forwarded to The Canadian Red Cross Society's **Haiti Earthquake relief** and will go towards food and water, clothing, temporary accommodation, first aid, and psychological care, etc.

"Mac's wants to help and act quickly because of the urgent situation in Haiti. We want to leverage our presence in hundreds of communities and help drive donations towards on-the-ground relief by a credible and well-regarded organization like the Canadian Red Cross," explains Kim Trowbridge, Vice President of Operations for Central and Western Canada. "We hope that our customers will answer to our call for a \$1 donation so we can maximize the impact of our dollars collectively to make a real difference with the people in Haiti."

Along with Mac's, other stores operating under the banner of Couche-Tard and Circle K in Eastern Canada (within the same parent company of Couche-Tard Inc.) are also conducting a similar donation campaign.

Together with The Canadian Red Cross, Mac's/Couche-Tard is working towards bringing relief to the Haitian people and hoping for better days ahead.

About Mac's Convenience Stores Inc.

Mac's is part of the Alimentation Couche-Tard Inc., which is the leader in the Canadian convenience store industry. In North America, Couche-Tard is the second largest independent convenience store operator (whether integrated or not with a petroleum company) in terms of number of stores. Couche-Tard currently operates a network of 5,906 convenience stores which include 4,128 motor fuel dispensing, located in eleven large geographic markets, including eight in the United States covering 43 states and three in Canada covering all ten provinces. Some 52,000 people are employed throughout Couche-Tard's retail convenience network and executive offices.

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