



FOR IMMEDIATE RELEASE

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Enbridge Becomes Official National Title Sponsor of the Ride to Conquer Cancer

(Montreal, October 7th) – Enbridge is stepping up its commitment in the fight against cancer. The Calgary-based energy company has agreed to become official national title sponsor of the Ride to Conquer Cancer and the event is being renamed the Enbridge Ride to Conquer Cancer.

“Enbridge is proud to be the title sponsor for the Enbridge Ride to Conquer Cancer across Canada from 2011 – 2013,” says **Pat Daniel**, Enbridge President and CEO. “We were the title sponsor for the Enbridge Ride to Conquer Cancer in Alberta in 2010, an event that raised \$7 million for cancer research, and we’re pleased to provide funding in support of finding a cure for this disease which claims the lives of 1 in every 4 Canadians.”

In terms of dollars raised, the Enbridge Ride to Conquer Cancer is the largest cycling fundraiser in Canadian history. The event has raised more than \$88 million for cancer research treatment and care at the Alberta Cancer Foundation, the BC Cancer Foundation, the Princess Margaret and the Jewish General Hospital.

Linda Mickelson, Alberta Cancer Foundation CEO had this to say about the sponsorship announcement, “Enbridge brings a powerful blend of enthusiasm, energy and commitment to all they do. It’s a gift to all Canadians that they have stepped up to a lead role nationally in driving progress towards a cancer-free future.”

For his part, **Paul Alofs**, the President and CEO of The Princess Margaret Hospital Foundation, commented, “Having watched how wonderfully engaged Enbridge was in the Alberta Ride earlier this year, we couldn’t be more thrilled at having such a remarkable company join us in a national capacity as title sponsor of The Ride to Conquer Cancer! Welcome aboard, and we look forward to a long, productive partnership together.”

"Enbridge's support of the Ride clearly demonstrates their commitment to making a difference," said BC Cancer Foundation President & CEO, **Douglas Nelson**. "Through their support we are able to continue to fund and find solutions that are having a direct impact on improvements to cancer care in BC".

Myer Bick, President of the Jewish General Hospital Foundation added, “We are delighted that Enbridge has become the National Title Sponsor of the Ride. The thousands of Quebec cancer patients who are the ultimate beneficiaries of the funds raised and the passionate riders and donors, who contribute so much, are proud to partner with Enbridge, one of Canada's leading corporate giants, in this noble undertaking.”

Safety and participant experiences are always the primary goals of the Enbridge Ride to Conquer Cancer. All events are fully supported by an army of staff, crew and volunteers who ensure participants are safe, ensure that their medical and equipment needs are met and manage all aspects of the event.

The Enbridge Ride to Conquer Cancer takes place in Alberta (June 25-26), BC (June 18-19), Quebec (July 9-10), and Ontario (June 11-12). The event is for cyclists of all abilities; all you need is a bike and a helmet!

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About Enbridge:

Enbridge Inc. is a North American leader in energy delivery and one of the Global 100 Most Sustainable Corporations. As a transporter of energy, Enbridge operates, in Canada and the U.S., the world's longest crude oil and liquids transportation system. The Company also has a growing involvement in the natural gas transmission and midstream businesses, and is expanding its interests in green energy technologies, including wind and solar energy projects, hybrid fuel cells and carbon dioxide sequestration. As a distributor of energy, Enbridge owns and operates Canada's largest natural gas distribution company and provides distribution services in Ontario, Quebec, New Brunswick and New York State. Enbridge employs almost 6,500 people, primarily in Canada and the U.S. The Company's common shares trade on the Toronto and New York stock exchanges under the symbol ENB. For more information, visit enbridge.com.

About the Segal Cancer Centre:

The Segal Cancer Centre is a Quebec leader in implementing a focused and comprehensive approach to fighting cancer through medical treatment, patient care, family support and scientific research. A wide array of interrelated services are grouped in close proximity to one another, including screening and prevention, nutrition and rehabilitation, psychosocial support, symptom management, and public information. This integrated approach is considered by leading international medical experts to be one of the most effective and promising strategies in battling cancer.

About the Jewish General Hospital:

Now in its landmark 75th year of providing Care for All, the Jewish General Hospital has been a mainstay of superior medical treatment for many generations of patients from all backgrounds in Montreal, throughout Quebec and beyond. Drawing on its expertise and experience as one of the province's largest and busiest acute-care hospitals, the JGH is committed to improving the level of care for all Quebecers through close collaboration with the government and its healthcare network. In this anniversary year, the Jewish General Hospital has also redoubled its

commitment to ensuring that patients receive care of the highest quality in a clean, safe environment. The JGH has been able to deliver these pioneering and innovative services by strengthening its role as a McGill University teaching hospital, expanding and upgrading its facilities, and pursuing cutting-edge studies at the Lady Davis Institute for Medical Research. For more information, please visit jgh.ca.

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