

Fasten Your Suit Belts for the Campus Competition with Real World Wins

Canada's Next Top Ad Exec Launches the 2011-2012 Competition

TORONTO – November 1, 2011 – Today, [Canada's Next Top Ad Exec](http://www.topadexec.com) (CNTAE) announced the launch of the 2011-2012 competition with the opening of registration. The post-secondary business case study competition provides invaluable experiential education opportunities for Canada's marketing, advertising and business students. This year, CNTAE is partnering with lead sponsor, Chevrolet, to challenge Canadian post-secondary students to create a strategic marketing plan for the all-new 2012 Chevrolet Spark. Visit topadexec.com to register.

After five successful years and as the richest competition in terms of top prize, the CNTAE competition is heating up. The competition, founded by Mandeep Malik from the DeGroote School of Business, began as a marketing contest for on-campus activations. Students must now develop an integrated marketing communications strategy and launch campaign executable in major Canadian urban centres for the 2012 Chevrolet Spark. Campaigns are judged by a panel of industry experts in marketing, advertising, public relations and business strategy, along with educators from Canadian business schools.

"With increasing competition for employment following graduation, experiential education is now more important than ever for Canadian post-secondary students," said Patricia Wozniak co-chair, CNTAE. "Canada's Next Top Ad Exec allows students to participate in a business competition with real-world results. We are thrilled to be part of this incredible competition and look forward to a great year with high-quality campaign submissions."

CNTAE allows students to benefit from public/private sector partnerships in education, bringing together industry experience and classroom creativity. Students compete for prizes including two Chevrolet Sparks, paid internships with sponsoring organizations and other companies, two \$2,500 scholarships from Chevrolet and two \$1,000 scholarships from Chevrolet.

“This is our third year as lead sponsor of Canada’s Next Top Ad Exec and each year we are impressed with the quality of submissions put forward by Canadian students,” said Kevin Williams, president and managing director of GM Canada. “Chevrolet has redefined expectations for the small vehicle category, and the launch of the new Spark epitomizes this transformation. The Spark is perfect for young, urban dwellers like many of the students participating in the competition.”

Registration opens today for post-secondary students, who will have three months to prepare their initial submissions, due January 23, 2012. The top 25 submissions will be chosen to move to the second round, and only 10 will present at the final judging and closing ceremony on March 26-27, 2012. Participation in CNTAE provides post-secondary students the opportunity to participate in a real business case with professional mentors and real internship opportunities.

For more information and to register, students should visit topadexec.com.

About Canada’s Next Top Ad Exec:

Canada’s Next Top Ad Exec is a national business case-study post-secondary student competition based out of McMaster University’s DeGroote School of Business. 2012 sponsors include Chevrolet, MacClaren McCann, GCI Group, Fujifilm, Cascades Recovery, and PepsiCo. Now in its sixth year, the competition is entirely student-run with the generous support of sponsoring organizations and advisors.

About Chevrolet in Canada

Founded in Detroit in 1911, Chevrolet celebrates its centennial as a global automotive brand with annual sales of about 4.25 million vehicles in more than 120 countries. Chevrolet provides consumers with fuel-efficient, safe and reliable vehicles that deliver high quality, expressive design, spirited performance and value. The Chevrolet portfolio includes iconic performance cars such as Corvette and Camaro; dependable, long-lasting pickups and SUVs such as Silverado and Suburban; and award-winning passenger cars and crossovers such as Sonic, Cruze, Malibu, Equinox and Traverse. Chevrolet also offers “gas-friendly to gas-free” solutions including Cruze Eco and Volt. Cruze Eco consumes just 4.6 L/100 km on the highway while Volt offers up to 80 kilometres of electric, gasoline-free driving and an additional 500 kilometres of extended range. Most new Chevrolet models offer OnStar safety, security and convenience technologies including OnStar Hands-Free Calling, Automatic Crash Response and Stolen Vehicle Slowdown. More information regarding Chevrolet models can be found at www.chevrolet.ca, on Facebook at <http://www.facebook.com/chevroletcanada> or by following @ChevroletCanada on Twitter.

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