

Jory Capital Probe Research Inc. News Release

PUBLIC REACTION TO RECENT GASOLINE PRICE INCREASES IN MANITOBA

October 6th, 2005

Release Date: TBD

This province-wide Omnibus survey was designed and conducted by Probe Research via telephone interviews taken between September 20th and October 3rd, 2005 among a random and representative sampling of 1011 adults residing in Manitoba.

With a sample of 1011, one can say with 95 percent certainty that the results are within ± 3.2 percentage points of what they would have been if the entire adult population of Manitoba had been interviewed. The margin of error is higher within each of the survey's population sub-groups.

Modified random digit dialing was employed to ensure that all Manitoba adults would have an equal opportunity to participate in this Probe Research Inc. survey. Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the Manitoba population.

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Winnipeg, Manitoba – A significant proportion of Manitoba consumers report recent hikes in gasoline prices have cramped their lifestyles and their finances and they are now trying to use less gasoline. These findings were gleaned from a province wide telephone survey of 1011 adults sponsored by Jory Capital and released exclusively to the *Winnipeg Free Press*. Other survey results show the impact of recent gasoline price hikes have been felt much more strongly in rural Manitoba than has been the case within Winnipeg.

Fuel Hikes Stall Many Citizens

More than one in three Manitobans (36%) agree that recent gasoline prices have had a major impact on their lifestyle and finances and that they are now taking steps to cut down on their gasoline use. Those most likely to report experiencing this fuel shock included rural Manitobans (45% vs. 32% in Winnipeg), and those currently residing with children in their homes (45% vs. 32% among those from childless households).

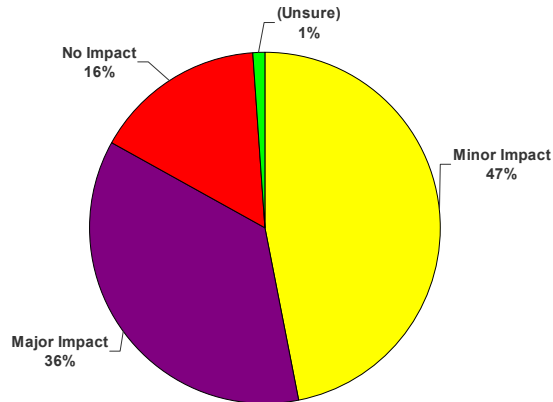
Nearly one-half of Manitobans (47%) said they were familiar with recent escalating gas prices but that these increases had yet to have a major impact on their lifestyle or pocketbooks.

Just fewer than one in five citizens (16%) said they had not been affected in any way by new record-high prices at the gas pumps. Those most likely to be found in this unaffected population group included older respondents (23% over 55 years), those from Winnipeg (20% vs. only 11% outside of the capital city) and those without children in the home (19% vs. 10%). Interestingly, Manitoba's most and least affluent citizens tended to be equally likely to be found in this unaffected group (23% under \$30,000 vs. 22% over \$60,000).



Manitobans and the Gas Shock

QJL8 "Recent increases in the price of gasoline have affected different people in different ways. I want to read you three statements and I'd like you to tell me which one of these best describes how you have been affected by current gas prices."



For more information on this survey, please contact:

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