

NEWS RELEASE

Wilfrid Laurier
University



WestJet CEO named Laurier's Outstanding Business Leader *Clive Beddoe wins award for demonstrating qualities of extraordinary business leader*

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WATERLOO (Ont.) – The business executive who has taken a small regional start-up company to nationwide success in the very competitive airline industry has been named the Laurier Outstanding Business Leader of the Year. WestJet chairman, president and CEO Clive Beddoe will receive the award at Wilfrid Laurier University on September 25.

The selection committee – which includes past winners, faculty with the school of business and economics, and chief executives who sit on the school's advisory board – chose Beddoe because of his enormous entrepreneurial success in an industry made all-the-more difficult by recent events.

He expanded service when other airlines were cutting jobs and kept WestJet moving forward in an industry that was faltering after the devastating events of September 11. The committee felt his marketing strategies and community involvement exemplify attributes important to students.

“Mr. Beddoe's accomplishments with WestJet reflect the values and leadership qualities we look to instill in students,” said Scott Carson, dean of the school of business and economics. “His successes are even more amazing when you look at the volatile situation for airlines following September 11, a time in which he has expanded his company and its service.”

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Founded in 1996, WestJet currently operates over 1325 flights per week and employs over 2775 people in 22 cities. The company has progressed from a privately held organization into a publicly held company and is currently listed on the Toronto Stock Exchange (TSX).

Beddoe has been instrumental in the development of the company's culture, its executive team and the strategies that have made it the most successful start-up airline in recent history. He and his co-founders were named The Ernst & Young Entrepreneurs of the Year for 2000, both in the Prairies and nationally.

The school of business and economics at Wilfrid Laurier University has presented the Laurier Outstanding Business Leader of the Year award since 1987. Beddoe is the 15th recipient of the award, which recognizes business leaders who exemplify the qualities and characteristics of leadership excellence and management.

Previous winners include Eric Newell, chair of the board and CEO of Syncrude Canada Ltd.; Firoz Rasul, chair and CEO of Ballard Power Systems Inc.; Kacee Vasudeva, chair and CEO of Maxtech Manufacturing Inc.; Steven K. Hudson, president and CEO of Newcourt Credit Group; Joan Fisk, president of Tiger Brand Knitting Company; and Klaus Woerner, president and CEO of ATS Automation Tooling Systems Inc.