



NEWS RELEASE

FOR IMMEDIATE RELEASE

4-H Canada Announces Centennial Year – 2013 to mark 100 years of 4-H in Canada

Enbridge Signs on as National Sponsor

CALGARY, July 13, 2011 – The year 2013 will officially mark 100 years of 4-H in Canada. To celebrate this upcoming milestone 4-H Canada unveiled a new anniversary logo and announced Enbridge Pipelines Inc. (Enbridge) as the new national sponsor for its anniversary celebrations.

“We are very excited to be here at the Calgary Stampede to officially announce 2013 as the centennial year of 4-H in Canada,” said Mike Nowosad, chief executive officer of 4-H Canada. “The 4-H program in Canada is as vibrant as ever, and we are looking forward to coming back in two years as part of our anniversary celebrations.”

4-H began in Roland, Manitoba in 1913 and is one of Canada’s longest running and most respected youth organizations. Since it began, 4-H has been teaching Canadian youth to “Learn to Do by Doing” by providing a safe and hands-on learning environment.

To launch the 100th anniversary celebrations, 4-H Canada unveiled a new centennial logo created from an online contest. 4-H members, leaders, and alumni submitted conceptual ideas and a selection committee to help create the 100th Anniversary logo design.

“As 4-H approaches 2013, the excitement levels continue to grow,” said Rob Black, president of the Canadian 4-H Council. “It is not very often you get to celebrate your 100th Anniversary, and we have every intention to make this the biggest and best celebration we can dream of.”

“Enbridge is proud to partner with 4-H Canada and has committed \$260,000 to support their centennial celebrations,” said D’Arcy Levesque, Vice President, Public and Government Affairs for Enbridge.

“Enbridge shares 4-H’s commitment to youth and we see how important the next generation is in helping to build, sustain and grow vibrant communities. We believe that by giving youth the opportunity to participate in character-building programs, and by focusing on their skills, talents and sense of community 4-H helps them achieve their full potential.”

“We couldn’t be happier to have Enbridge onboard and taking part in this historic celebration,” Nowosad continued. “Enbridge is extremely active in communities across Canada, including those

communities with a prominent 4-H presence. It is a very good fit as we celebrate in communities across Canada.”

At the Calgary Stampede, representatives from 4-H Canada were also on hand at the “4-H Heroes” booth, which is set up at the Victoria Pavilion. The booth is a way for alumni to tell their 4-H story, and register as an alumnus.

About 4-H in Canada

One of the country’s longest-running and most respected youth organizations, 4-H allows Canadian youth to explore, learn and discover, while expanding their horizons. In 2013, 4-H will celebrate its 100th Anniversary, and 100 years of creating leaders across Canada. More than 8,000 trained volunteer leaders help more than 26,000 4-H members develop self-confidence and learn a wide variety of skills through hands-on project work. For more information about 4-H in Canada and the 100th anniversary, please visit www.4-h-canada.ca.

About Enbridge

Enbridge Inc., a Canadian company, is a North American leader in delivering energy and one of the 2011 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 renewable and green energy technologies including wind and solar energy, 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 approximately 6,400 people, primarily in Canada and the U.S. and is ranked as one of Canada's Greenest Employers, and one of the Top 100 Companies to Work for in Canada. Enbridge's common shares trade on the Toronto and New York stock exchanges under the symbol ENB. For more information, visit enbridge.com.

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