

Deighton Associates – Paper Edit

(T) – Transition (edit)

VD – Vicki Deighton, President and CEO

RP – Rob Piane PEng, Vice President

(VD) Deighton Associates was founded 25 years ago, when we realized that there was a market need for a solution for transportation engineers to manage their infrastructure.

|(RP) Our typical client is a government agency. The assets that infrastructure manager looks after are things like roads – hard assets like sewers, bridges, those kinds of assets that make up the infrastructure that allows the people in the community to do what they need to do.

The dominance of our market share is actually outside of Canada, where we are providers of solutions in the country of New Zealand, for example, where every road that you drive on is managed by Deighton products. We have a very large market share in Australia. South Africa, we have seven of the nine provinces using Deighton Associates. We also have a strong market share in Europe, as well as in the North American market, predominantly on the U.S. side.

The decision to move to Whitby was actually one that involved a lot of evaluation. We were actually approached by our staff, that asked us to consider relocating to a place where housing was more affordable. We were located in Toronto at the time. And when we were looking at our options, Whitby clearly qualified in several areas. One was proximity to Toronto Airport. We have a global market share. It's important for us to be able to access the airport in a reasonable amount of time. GO Transportation was also of value to us, as we have spouses of our employees that were working in Downtown Toronto. Also, some of our employees were living in the city and wanted to be able to go against the traffic to attend work. So we had different options available – east side, west side – and Whitby was the one that met the majority of our criterias, which included proximity to cottage country, etc. , so it was a well thought out process.

|(RP) Being an IT company, we want to be able to have a ready source to IT based young employees. The UOIT, the notebook university, is a great source for those types of individuals. Two years ago, we employed a graduate engineer from UOIT. He's been with us for two years now and it's worked out just great. Another source of employment is Durham College, which is in close proximity to the office right here.

(VD) At Deighton Associates, what we find our employees, as well as ourselves enjoy the most about Whitby is that it does have a community that has very deep, strong roots. So whether you're interested in sports or you're interested in the arts, or whether you like to enjoy the lakefront or parks, it really has a full service available. And that is really desirable to a cross section of employees that we have.