

Green Ride Global wins technology makeover from Toshiba and Intel *First annual Profiles of Innovation contest recognizes inspiration and success of SMBs*

Markham, ON (October 19, 2009) – Toshiba of Canada Digital Products Group (Toshiba) and Intel of Canada today announced Green Ride Global as the grand prize winner of the first annual small business week technology makeover contest, Profiles of Innovation.

Green Ride Global is an organization that offers environmental sustainability programs for companies in the transportation industry in North American and the United Kingdom. Transportation companies often face public and private stakeholder scrutiny for the global carbon footprint that they leave behind. Green Ride Global develops long term, expert driven, environmental sustainability programs through Carbon Accounting, a proprietary measurement and reporting system for a sustainable and profitable business model.

“All businesses will have to report carbon performance in the near future either due to market driven forces or government driven forces,” said Justin Raymond, President and CEO, Green Ride Global Inc. “Green Ride Global is so grateful to be awarded the grand prize. Our plans for growth include building new web-based software applications to automate our backend data capture and client reporting systems which will expedite our entry into many other industries. This small business week technology makeover package will really work well together to support our plans.”

SMBs make up 98 per cent of businesses in Canada and play a crucial role in driving the country’s economic productivity, but many do not have the technological tools to compete and thrive.

“In today’s competitive marketplace, low productivity due to hardware and software issues can seriously affect a company’s bottom line,” said Daniel Senechal, Sr. System Engineer of Toshiba Canada. “Toshiba and Intel are proud to partner to provide Green Ride Global with the technology they require to be more productive and profitable, and to help them focus more on their core business.”

Green Ride Global receives a grand prize that has the value of \$20,000 which includes:

- Five Tecra R10 (128GB SSD) notebooks with Intel® Centrino® 2 with vPro™ technology;
- Five Toshiba 20” LCD monitors;
- Five Port Rep PA3680C-1PRP;
- Five full versions of Microsoft Office;
- Five 3-year onsite next business day warranties;
- Productivity training valued at \$1000

“Business success results from hard work and fresh ideas,” said Elaine Mah, Canadian Business Marketing Manager, Intel Corporation. “Intel is proud to work with Toshiba and create this contest as an opportunity for SMBs to share their success stories and support them with their business goals.”

Green Ride Global was selected from entries submitted between September 1, 2009 and October 13, 2009. Small businesses with five to 99 employees were invited to submit a Profile of Innovation to share their business success story.

Entrants were judged by a panel of business experts for submitting an inspiring and informative small business success story and for demonstrating a need for a technology makeover. Profiles of Innovation entries can be viewed at www.profilesofinnovation.ca

About Intel

Intel (NASDAQ: INTC), the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Additional information about Intel is available at www.intel.com/pressroom and blogs.intel.com.

Toshiba of Canada

Toshiba of Canada Limited is a subsidiary of Toshiba Corporation, one of the world's largest integrated manufacturers of electronic products and semiconductors. Headquartered in Markham, Ontario, Toshiba of Canada is a digital technology leader with a wide range of Audio Visual Personal Computers, notebook computers, high definition home theatre systems including televisions, DVD players, multi-media projectors, and portable media centres. Throughout its history, Toshiba's commitment to technological and environmental innovations has distinguished the corporation from its competitors.

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