



MEDIA ADVISORY

September 24, 2008

DFB Group to Host the Great CEO Pie Throw: Staff Pay for Opportunity to Cream Boss!

St. John's, NL, Canada – September 24, 2008 – Jerry Byrne, CEO of the DFB Group (formerly known as the D.F. Barnes Group of Companies), is bravely letting staff and industry colleagues throw pies at him in support of the Heart and Stroke Foundation.

The DFB Group's Great CEO Pie Throw happens tomorrow, September 25, at 10:30 am at the Bowring Park Bungalow. It is the kick-off for the "CEO Sizzle" Big Bike Ride, an event organized by the Workplace Health, Safety and Compensation Commission (WHSCC) in support of the Heart and Stroke Foundation. The "CEO Sizzle" team will ride a 30-seat bike from the Bowring Park Bungalow to the park's duck pond. Their challenge is to become the number one "CEO Sizzle" fundraising team in Atlantic Canada.

The "CEO Sizzle" team consists of signatories to the Newfoundland and Labrador CEO Leadership Charter, a WHSCC initiative that supports the continuous improvement of healthy and safe workplaces throughout the province. Mr. Byrne is a signatory to the CEO Leadership Charter.

"This is an opportunity for us to demonstrate the importance of 'health' in health and safety," says Mr. Byrne. "Heart disease and stroke touch the lives of people in this province every day, including our own employees."

"Personally, I'm doing this in memory of my brother, Jack Byrne, who recently passed away from complications following a stroke."

The DFB Group will match the amount raised from the sale of pies.

Ralph Tucker, WHSCC Board Chair, and Leslie Galway, WHSCC CEO, will start the proceedings tomorrow with honorary pies at 10:30 am. Media are invited to view the Great CEO Pie Throw.

About the DFB Group – Building on more than 70 years of experience, the DFB Group is a global provider of marine, industrial and oilfield products and service solutions. From welding, fabrication and contract construction services, to ROV deployment systems, rigging products and much more, the DFB team has built a reputation for safety, quality and dependability. The DFB Group is proud to be an independently owned and operated Newfoundland and Labrador company. Visit www.dfbgroup.ca for more information.

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