

September 15, 2014

Subject: Appointment notice

Dear Madam:

Dear Sir:

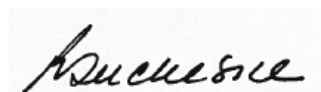
With an assortment of emotions, I wish to inform you that while I will remain active in the company, the time has come for me to pass the torch of its direction to Duchesne's fourth generation.

So I'm very happy and proud to announce the appointment of Audrey Duchesne Milette to succeed me as President of Duchesne et Fils ltée and act as President and Chief Executive Officer.

Audrey has been working in the Marketing Department since October 2007 and holds a Bachelor's degree in Business Administration, Marketing Option. Her ability to develop a global vision of the organization, her sense of responsibility, management skills, personal values and dynamism provide her with the necessary assets for holding such a position and meeting the challenge brilliantly.

We wish her every success in carrying out her new functions.

Best regards,



Françoise Duchesne
President of the board

FD/ml