THE CHIEF EXECUTIVE OFFICER

The CEO is accountable to the Board for achieving corporate objectives within specified limitations and in accordance with the CEO's performance objectives determined annually by the Board.

The CEO will:

- Provide vision and leadership for the Corporation.

- Develop and recommend corporate strategies, and business and financial plans for the approval of the Board.

- Execute the corporate strategy with a goal of achieving profitable growth and maximizing shareholder value for the Corporation's shareholders.

- Manage the business operations in accordance with the strategic direction approved by the Board and within operational policies as determined by the Board.

- Challenge management to set and achieve viable annual and long-term strategic and financial goals.

- Monitor the performance of management against a set of initially agreed corporate objectives directed at maximizing shareholder value.

- Recommend appropriate rewards and incentives for management.

- Report information from management to the Board in a manner and time so that the Board may effectively monitor and evaluate corporate (operational and financial) performance against stated objectives and within executive limitations.

- Report to the Board on relevant trends, anticipated media and analyst coverage, material external or internal changes, and any changes in the assumptions upon which any Board decision or approval has previously been made.

- Advise the Board if, in the CEO's opinion, the Board is not in compliance with its own policies, or legal and/or regulatory requirements.

- Provide the Board with all information and access that the Board may require in order to make fully- informed decisions.

- Report in a timely manner any actual or anticipated non-compliance with any Board approved policy or decision.

- Promote compliance with the Code of Conduct, cause an investigation of any reported violations to be undertaken and cause an appropriate response to be taken to any violation of the Code of Conduct.