

Graff Retail Congratulates Black's - Canadian Retailers Honoured at National Excellence in Retailing Awards Event

Toronto, June 3, 2008 – Retail Council of Canada (RCC) awarded 18 prestigious industry awards at the annual Excellence in Retailing Awards Dinner last night. These awards recognize the retail industry's top achievers and were presented as part of STORE 2008 — Canada's Retail Conference.

"These impressive initiatives being honoured at Retail Council of Canada's Excellence in Retailing Awards are a true testament to the creativity and ingenuity taking place in the Canadian retail industry," says Diane J. Brisebois, President and CEO, Retail Council of Canada. "In a business where loyalty is a valued commodity, these winning retailers and their industry partners have demonstrated that loyalty to our customers is the true source of innovation."

EXCELLENCE IN RETAILING AWARDS

In addition to these Awards of Distinction, retailers take part by submitting entries for other awards, which are chosen by an industry panel of judges.

Retail Employee Development Award: Presented to Black Photo Corp. for it's successful efforts in creating and implementing a comprehensive recognition and training program for sales and customer service staff. **Black Photo Corporations' key partner in this entire process was Graff Retail.**

Graff Retail designed all of the programs and facilitated the delivery to our teams. They worked closely with us to customize each of the programs to fit our environment. Their needs assessment process clearly uncovered the right information needed to design a training system for our company that works.

From improved customer experiences to stronger retention to better sales, the Black Photo Corp