



TOGETHER WE ACHIEVE THE EXTRAORDINARY™



## Media Release

FOR IMMEDIATE RELEASE

FEBRUARY 22, 2011

# Gentec recognized for a fourth year as one of Canada's 50 Best Managed Companies.

Joel Seigel, President and CEO of Gentec International, is pleased to announce that Gentec has been named one of Canada's 50 Best Managed Companies for a fourth consecutive year.

Established in 1993, Canada's 50 Best Managed Companies is a national awards program, recognizing Canadian companies that have implemented world-class business practices and created value in innovative ways. Applications are reviewed by an independent judging panel that evaluates how companies address various business challenges, including new technologies, globalization, brand management, leadership, leveraging and developing core competencies, designing information systems, and hiring the right talent to facilitate growth.

"At Gentec, we strive for excellence in everything we do, so it's particularly rewarding that we have been able to retain our status as one of Canada's 50 Best Managed Companies," stated Mr. Seigel. "It's an honour we share with our valued retail and trade partners who have significantly contributed to our success."

Winners of the 2010 Canada's 50 Best Managed Companies award, along with Requalified and Platinum Club members, will be honoured at the annual Best Managed gala in Toronto on March 29th.

For more information, please contact Andrea De La Cuba, Cohn & Wolfe, at 416-924-5700, ext. 4071, or email [andrea.delacuba@cohnwolfe.ca](mailto:andrea.delacuba@cohnwolfe.ca).

### About Canada's 50 Best Managed Companies

Canada's 50 Best Managed Companies continues to be the mark of excellence for Canadian-owned and managed companies with revenues over \$10 million. Every year, since the launch of the program in 1993, hundreds of entrepreneurial companies have competed for this designation in a rigorous and independent process that evaluates their management skills and practices. Program sponsors are Deloitte, CIBC Commercial Banking, National Post, and Queen's School of Business. For further information, visit [www.canadas50best.com](http://www.canadas50best.com).

### About Gentec International

Founded in 1990, Gentec International is Canada's leading consumer accessory products company supplying a complete range of photo, video, digital, sport optics, home theatre, electronics, wireless and mobile audio products to the Canadian retail marketplace. Gentec offers prominent brand names such as Optex, Sigma, Velbon, Gary Fong, Black Rapid, Roots, iQ, SanDisk, Sunpak, Bushnell, Tasco, Zeiss, Remington Clothing, Planet Wireless, Energy, Sony, Electrohome, ProLink, Klipsch, Mirage, Jamo, Stinger, and Phoenix Gold. Gentec operates out of a high-cube, state-of-the-art, fully computerized 83,000 sq. ft. warehouse and distribution centre that offers efficient, seamless service to our customers. With over 90 employees, Gentec covers its retailers needs coast to coast using the latest technology systems, streamlined efficiencies, and customer service that is second to none.

## Gentec International

90 Royal Crest Court, Markham, Ontario, Canada L3R 9X6

Tel: 905-513-7733 | Fax: 905-513-7740 | E-mail: [sales@gentec-intl.com](mailto:sales@gentec-intl.com) | Website: [www.gentec-intl.com](http://www.gentec-intl.com)