



For Immediate Release

## FirstEnergy's Charity Commission Day to help victims of Slave Lake wildfire

CALGARY (May 17, 2011) — FirstEnergy Capital Corp. is extending a helping hand to those desperately in need following a terrible wildfire in Slave Lake, Alta., that has destroyed hundreds of homes and forced the emergency evacuation of as many as 10,000 residents.

FirstEnergy Capital Corp., the leading investment dealer in Canada's energy sector, is announcing an impromptu Charity Commission Day for Thursday, May 19, 2011. On that day, FirstEnergy will donate all commissions earned to the Canadian Red Cross, the agent for disaster relief in connection with the Slave Lake wildfire.

"It's the people in communities like Slave Lake who drill the wells and drive the trucks for companies that FirstEnergy finances," says Jim Davidson, Chief Executive Officer (CEO) with FirstEnergy. "The entire town has been evacuated, with stories of people fleeing with nothing but the clothes on their backs.

"We don't know what the future holds for a lot of these folks, but one thing we do know is that they don't have a place to stay for the rest of this week . . . or maybe for much longer," adds Davidson. "Our hearts go out to these people, and we are organizing this Charity Commission Day to get them through the next several days and weeks."

Since the Slave Lake wildfire ravaged the northern Alberta town on Sunday, the Canadian Red Cross has turned gymnasiums and halls in neighboring communities such as Westlock and Athabasca, as well as Edmonton's Expo Centre, into evacuation centres. Red Cross relief workers supplied approximately 400 cots, 300 blankets, and 500 personal hygiene kits during their first day of support at the Westlock shelter, with far more necessities required in the coming weeks.

Additional Canadian Red Cross staff and volunteers are on standby, and may be mobilized from across Canada to assist with relief efforts.

## **News Release: FirstEnergy Capital Corp.**

Clients of FirstEnergy are asked to generously direct as much of their trading as possible to FirstEnergy on Thursday, May 19, since each trade will add critical assistance to this cause.

“The stories coming out of Slave Lake are devastating . . . there will be an imminent shortage of food and water, and other survival supplies, for these families in need,” says Davidson. “We thank the public in advance for their generosity. Only a true community effort will help get them through this terrible time.”

In the past, FirstEnergy Capital Corp. has organized three Charity Commission Days which, through the generosity of staff and clients, have generated over \$1 million in aid for victims of flooding in Manitoba, ice storms in Ontario and Quebec, and prairie drought in Western Canada.

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**About FirstEnergy:** Established in 1993, FirstEnergy Capital Corp. is the leading investment dealer focused on Canada’s vibrant energy sector. FirstEnergy’s industry-leading team is focused exclusively on serving the needs of energy companies and sophisticated institutional investors on a global basis.

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