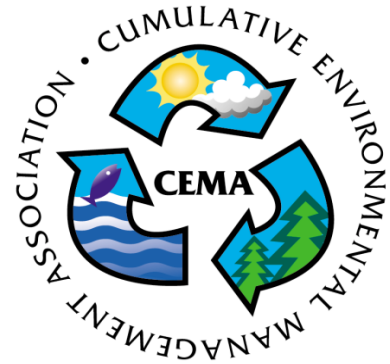

Press Release



August 5, 2010

CEMA Launches New Website

Fort McMurray, Alberta – The Cumulative Environmental Management Association (CEMA) unveils a new and more informative website (www.cemaonline.ca) for its members and the public. The website provides an enhanced research library with over two hundred CEMA produced reports and CEMA data sets; a new video archive showcasing CEMA accomplishments; links to CEMA Facebook and Twitter pages; copies of the CEMA newsletter, annual reports, and joint community reports.

“Our new website is an important stop for anyone seeking information on environmental research in the oilsands region” added Glen Semenchuk, CEMA Executive Director. “The scientific research produced by CEMA’s reports and recommendations are referenced extensively by a wide variety of users including, the Government of Alberta, Government of Canada, environmental non-government groups, aboriginal groups, academic researchers and oilsands operators. The new website will make this research readily available to all interested parties”.

CEMA is a multi-stakeholder society that is a key advisor to the provincial and federal governments committed to respectful, inclusive dialogue to make recommendations to manage the cumulative environmental effects of regional development on air, land, water and biodiversity.

For more information please visit www.cemaonline.ca or contact:

-30-

Corey Hobbs
Communications Director
Cumulative Environmental Management Association
780-881-4943
Corey.hobbs@cemaonline.ca