



BIOGRAPHICAL NOTES
Mr. Alain Cousineau,
President
and Chief Executive Officer of Loto-Québec



Effective September 29, 2003, Mr. Alain Cousineau has assumed the office of Chairman, President and Chief Executive Officer of Loto-Québec. Since June 27, 2007, he holds the post of President and Chief Executive Officer of Loto-Québec. In order to get to know Mr. Cousineau, following are some brief biographical notes.

Mr. Cousineau comes to the Corporation with a long and distinguished track record, having occupied various senior-level positions in both the academic and business sectors.

A graduate of Université Laval (1967) with an M.B.A. in Business Science, he went on to complete his academic training with doctoral studies in Marketing at the University of Illinois (1972).

At the start of his professional career, Mr. Cousineau joined the Faculty of Administration at the University of Sherbrooke. After serving as Professor and Assistant Dean, he was appointed Dean of the Faculty in 1976, occupying that position for five years.

In 1983, Mr. Cousineau entered the private sector, becoming a partner in Groupe SECOR Inc. a Canadian firm specialized in analysis and strategic consulting services for corporate management. From 1985 to 1993, he served as President and Chief Executive Officer of the firm, going on to become Chairman of the Board.

Recognized for his extensive expertise in strategic planning, Mr. Cousineau has successfully filled a number of important mandates within organizations working in a diverse range of activity sectors. Among the most notable of these, he was a major contributor to the revitalization of Île Notre-Dame and Île Sainte-Hélène and was one of the principal architects of the Montréal International Fireworks Competition (Le Mondial SAQ).

From 1986 to 1995, Mr. Cousineau served as Chairman of the Board and of the Executive Committee at the Société des alcools du Québec. Over the course of the past 18 years, he has also occupied the positions of President and then Chairman of Tourisme Montréal, a private organization comprised of some 800 members representing Montréal's tourism industry.

In June 2006, Mr. Cousineau received the *Prix Hermès*, an honour awarded by Université Laval which recognizes businessmen who have become leaders in their field and whose remarkable careers serve as examples to future leaders.
