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FOR IMMEDIATE RELEASE

Enbridge Becomes Official National Title Sponsor of the Ride to Conquer Cancer

(Calgary, October 7th, 2010) – Enbridge is stepping up its commitment in the fight against cancer. The Calgary-based energy company has agreed to become official national title sponsor of the Ride to Conquer Cancer and the event is being renamed the Enbridge Ride to Conquer Cancer.

“Enbridge is proud to be the title sponsor for the Enbridge Ride to Conquer Cancer across Canada from 2011 – 2013,” says **Pat Daniel**, Enbridge President and CEO. “We were the title sponsor for the Enbridge Ride to Conquer Cancer in Alberta in 2010, an event that raised \$7 million for cancer research, and we’re pleased to provide funding in support of finding a cure for this disease which claims the lives of 1 in every 4 Canadians.”

In terms of dollars raised, the Enbridge Ride to Conquer Cancer is the largest cycling fundraiser in Canadian history. The event has raised more than \$88 million for cancer research treatment and care at the Alberta Cancer Foundation, the BC Cancer Foundation, the Princess Margaret and the Jewish General Hospital.

Linda Mickelson, Alberta Cancer Foundation CEO had this to say about the sponsorship announcement, “Enbridge brings a powerful blend of enthusiasm, energy and commitment to all they do. It’s a gift to all Canadians that they have stepped up to a lead role nationally in driving progress towards a cancer-free future.”

For his part, **Paul Alofs**, the President and CEO of The Princess Margaret Hospital Foundation, commented, “Having watched how wonderfully engaged Enbridge was in the Alberta Ride earlier this year, we couldn’t be more thrilled at having such a remarkable company join us in a national capacity as title sponsor of The Ride to Conquer Cancer! Welcome aboard, and we look forward to a long, productive partnership together.”

“Enbridge’s support of the Ride clearly demonstrates their commitment to making a difference,” said BC Cancer Foundation President & CEO, **Douglas Nelson**. “Through their support we are able to continue to fund and find solutions that are having a direct impact on improvements to cancer care in BC”.

Myer Bick, President of the Jewish General Hospital Foundation added, “We are delighted that Enbridge has become the National Title Sponsor of the Ride. The thousands of Quebec cancer patients who are the ultimate beneficiaries of the funds raised and the passionate riders and donors, who contribute so much, are proud to partner with Enbridge, one of Canada’s leading corporate giants, in this noble undertaking.”

Safety and participant experiences are always the primary goals of the Enbridge Ride to Conquer Cancer. All events are fully supported by an army of staff, crew and volunteers who ensure participants are safe, ensure that their medical and equipment needs are met and manage all aspects of the event. The Enbridge Ride to Conquer Cancer takes place in Alberta (June 25-26), BC (June 18-19), Quebec (July 9-10), and Ontario (June 11-12). The event is for cyclists of all abilities; all you need is a bike and a helmet!

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About Alberta Cancer Foundation

The Alberta Cancer Foundation is Alberta's own. It was established to advance cancer research province-wide and to directly support Alberta's 17 cancer centres, including the Cross Cancer Institute and Tom Baker Cancer Centre.

At the Alberta Cancer Foundation, we believe a cancer-free future is possible. *When we get there,* depends on the focus and energy we put to it today.

About Enbridge:

Enbridge Inc. is a North American leader in energy delivery and one of the Global 100 Most Sustainable Corporations. As a transporter of energy, Enbridge operates, in Canada and the U.S., the world's longest crude oil and liquids transportation system. The Company also has a growing involvement in the natural gas transmission and midstream businesses, and is expanding its interests in green energy technologies, including wind and solar energy projects, hybrid fuel cells and carbon dioxide sequestration. As a distributor of energy, Enbridge owns and operates Canada's largest natural gas distribution company and provides distribution services in Ontario, Quebec, New Brunswick and New York State. Enbridge employs almost 6,500 people, primarily in Canada and the U.S. The Company's common shares trade on the Toronto and New York stock exchanges under the symbol ENB. For more information, visit enbridge.com.