

Decisive Dividend Corporation Disclosure Policy

1. OVERVIEW

1.1 Disclosure Objectives

This Policy has been developed to promote two principal objectives with respect to the disclosure of information relating to Decisive:

1. timely, accurate and balanced public dissemination of material information about Decisive in accordance with all applicable legal, regulatory and stock exchange requirements; and
2. protection of Decisive's confidential information.

1.2 Information Subject to this Policy

All information about Decisive is subject to this Policy.

Employees should deal with all information about Decisive as being confidential and should only disclose information relating to Decisive in accordance with this Policy. This Policy deals with our formal disclosure requirements such as annual and quarterly reports, prospectuses and news releases, but also applies to the information that we post on our websites and any information communicated electronically outside of Decisive. It also extends to oral communications. For example, speeches by senior management, responses to media inquiries and statements made in meetings with analysts and investors must comply with this Policy.

2. APPLICATION OF THIS POLICY

This Policy applies whenever an employee, officer, director or advisor is providing information about Decisive to anyone outside of the Decisive organization. Information about Decisive is, of course, routinely disclosed as a necessary part of carrying on business. The "necessary course of business" is discussed in Section 3.2 below. Where disclosure is not required as a necessary part of carrying on Decisive's business, it must not be disclosed either intentionally or inadvertently. Section 3.3 below sets out a number of safeguards employees and others should take in this regard.

The Company will designate a responsible officer (the “**Responsible Officer**”) at each of its Affiliates who is responsible for reporting all material information to the Disclosure Committee. The Responsible Officer will typically be the President of the company in question (or, where the entity in question does not have a President, the person occupying a similar role with the said entity), but the employee should ask his or her immediate supervisor if it is unclear as to who the Responsible Officer is. Questions about whether particular information may be provided to anyone outside of the Decisive organization should be referred to the employee's immediate supervisor (as applicable), the Responsible Officer or to the CEO or CFO of Decisive. All employees in a supervisory role shall be educated on the Company's disclosure policy and the appropriate steps to take should they have questions concerning the disclosure of material information.

When information is "material", the Company is legally obliged to disclose it. However, the decision about whether information is material and what action should be taken so that the necessary disclosure will be made in accordance with all legal and stock exchange requirements must only be made by the CEO and CFO of Decisive. If an employee, officer, director or advisor becomes aware of information that he or she thinks may be considered material, either the CEO or CFO of Decisive should be advised immediately so that a proper determination can be made as to whether the information should be publicly disclosed.

3. CONFIDENTIAL INFORMATION

3.1 Information Considered Confidential

Employees should deal with all information about Decisive as being confidential. Unless the information in question is already in the public domain, employees should assume that they should not disclose the information except as permitted by this Policy. In some cases, information about Decisive may be considered to be particularly sensitive. If that is the case, employees may be advised about any special precautions that should be taken with respect to that information in addition to the precautions described in this Policy.

3.2 Information Disclosed in the Necessary Course of Business

In certain circumstances, employees will need to disclose information about Decisive in the "necessary course of business", for example to the Affiliates' suppliers. This Policy is not intended to prevent disclosure of information to individuals outside of the Decisive organization that would normally be made in the course of Decisive's day to day operations. However, employees should ensure that disclosure of confidential information is only made to recipients who legitimately need to know the information in connection with their duties and that such disclosure is limited to what they need to know. Again, for guidance purposes, you should always raise any disclosure issue with your immediate supervisor, the Responsible Officer or the CEO or CFO of Decisive.

3.3 Protecting Decisive's Confidential Information

In order to prevent the misuse or inadvertent disclosure of confidential information, the procedures set forth below should be observed at all times:

- Documents and files containing confidential information should be kept in a safe place, with access restricted to individuals who "need to know" that information in the necessary course of business.
- Confidential matters should not be discussed in places where the discussion may be overheard, such as elevators, hallways, restaurants, airplanes or taxis.
- Confidential documents should not be read in public places, left in unattended conference rooms, left behind when a meeting is over or discarded where they can be retrieved by others. Similarly, confidential information should not be left at home where it can be accessed by others.
- Transmission of documents via electronic means, such as by fax or directly from one computer to another, should be made only where it is reasonable to believe that the transmission can be made and received under secure conditions. In some cases, where

information is considered particularly sensitive, employees may be asked to restrict access to confidential electronic data through the use of passwords.

- Unnecessary copying of confidential documents should be avoided and extra copies of confidential documents should be shredded or otherwise destroyed.
- All proprietary information, including computer programs and other records, remain the property of Decisive, as applicable, and may not be removed, disclosed, copied or otherwise used except in the normal course of employment or with the prior permission of the CFO.
- Communication by e-mail leaves a physical track of its passage that may be subject to later decryption attempts. All confidential information being transmitted over the Internet should be secured by encryption and validation methods that are appropriate for the situation. Where possible, employees may be asked to avoid using e-mail to transmit confidential information that is considered particularly sensitive.

4. MATERIAL INFORMATION

4.1 Significance of Material Information

If information about Decisive is "material", then it must be publicly disclosed in accordance with the Company's obligations as a public entity. While the Company's obligation is to disclose this information immediately, there will necessarily be a period of time when Decisive is preparing to make this disclosure within which some people at Decisive are aware of that information. These people are in possession of "material undisclosed information". This creates the potential for insider trading, tipping and selective disclosure. These activities are damaging both for the individuals involved and for Decisive and are strictly prohibited under this Policy and under Decisive's Trading and Blackout Policy, defined under section 4.3 of this Policy.

4.2 What Is Material Information

Generally speaking, material information is any information relating to the business and affairs of Decisive that results in, or would reasonably be expected to result in, a significant change in the market price or value of any securities of the Company (the "**Securities**"). Examples of potentially material information are set out in Schedule "1" to this Policy.

4.3 Insider Trading

Insider trading occurs when anyone with knowledge of material information affecting a public company that has not been publicly disclosed buys or sells securities of that company. It is both improper and illegal. It constitutes a violation of this Policy. The Company has adopted a policy relating to trades in Securities by insiders (the "**Trading and Blackout Policy**"), a copy of which has been provided to you. You should read the Trading and Blackout Policy very carefully, as non-compliance with the policy can result in civil and criminal sanctions, as well as having your involvement with Decisive terminated.

4.4 Tipping

"Tipping" occurs when someone in possession of material undisclosed information passes that information on to someone else (other than in the "necessary course of business"). It is both improper and illegal, and constitutes a violation of this Policy.

If an employee must disclose material undisclosed information to someone outside of the Decisive organization who does not already have that information, he or she must be told not to divulge such information to anyone else, other than in the necessary course of business and that he or she may not trade in Securities until the information is generally disclosed.

4.5 Selective Disclosure

"Selective disclosure" occurs when corporate officers disclose material corporate information to select groups of individuals, such as analysts or institutional investors, that has not been generally disclosed to the public. Such disclosure includes, for example, when corporate officers discuss corporate affairs during closed conference calls with analysts, discuss corporate affairs on a one-on-one basis with analysts or provide material to large investors which is not publicly released. Selective disclosure is both improper and illegal. It constitutes a violation of this Policy.

The following sets out two steps that Decisive takes in order to prevent making inadvertent selective disclosure.

(a) Conference Calls

If and when Decisive holds periodic conference calls with members of the investment community to discuss financial and operating results, it will announce the date and time of the conference call by news release and on its website and the conference call may be broadcast simultaneously via webcast over the internet. The media and individual investors may call a toll-free number (or access the webcast over the Internet) and listen to the call on a real-time basis. An audio recording of the conference call will be made available for a period of one month following the call which can be ordered via a toll-free number or downloaded from Decisive's website. A debriefing will be held after the conference call and if such debriefing uncovers selective disclosure of previously undisclosed material information, Decisive will immediately disclose such information generally via news release.

(b) Quiet Periods

In order to avoid the potential for selective disclosure or even the perception or appearance of selective disclosure, Decisive observes a quarterly quiet period during which no meetings or telephone contacts with analysts and investors will be initiated and no earnings guidance will be provided. The quiet period corresponds with the quarterly trading blackout period (see the Trading and Blackout Policy).

5. DEALING WITH DISCLOSURE OF MATERIAL INFORMATION

5.1 Disclosure

The chief executive officer (CEO) and chief financial officer (CFO) of the Company are responsible for overseeing Decisive's compliance with regulatory disclosure requirements and for overseeing its disclosure practices generally. The CEO and CFO have the authority to seek the advice of outside counsel as necessary.

The CEO and CFO will determine when developments justify public disclosure and will meet as conditions dictate. It is essential that the CEO and CFO be fully apprised of all material corporate developments to be able to determine whether there is information that should be publicly disclosed and what the appropriate timing is for release of that information. In some cases, the CEO and CFO may determine that the information should remain confidential. If that is the case, it will determine how that information will be controlled so that it is not inadvertently released.

5.2 Designated Spokespersons

Decisive designates a limited number of spokespersons responsible for communication with the media, investors and analysts. The CEO and CFO are the official spokespersons for Decisive. Individuals holding these offices may, from time to time, designate others within the Affiliates to speak on behalf of Decisive as back-ups or to respond to specific inquiries from the investment community or the media.

Employees who are not authorized spokespersons must not respond under any circumstances to inquiries from the investment community or the media unless specifically asked to do so by an authorized spokesperson. All such inquiries shall be referred to the CFO.

The CFO is also responsible for responses to electronic inquiries. Only public information or information which could otherwise be disclosed in accordance with this Policy shall be utilized in responding to electronic inquiries.

Employees are prohibited from participating in internet chat room or newsgroup discussions on matters pertaining to Decisive's activities or Securities. Employees who encounter a discussion pertaining to Decisive should advise the CFO immediately, so that the discussion may be monitored.

5.3 Principles of Disclosure of Material Information

In complying with the requirement to disclose forthwith all material information under applicable laws and stock exchange rules, the Company will adhere to the following basic disclosure rules:

1. Material information will be publicly disclosed immediately, unless the CEO and CFO determine that such disclosure would be unduly detrimental to Decisive.
2. There may be circumstances in which the CEO and CFO determines that immediate disclosure of undisclosed material information would be unduly detrimental to Decisive. This may occur, for example, if disclosure would prejudice negotiations in a corporate transaction. When this occurs, the information will be kept confidential until the CEO and CFO determines it is appropriate to release it publicly. In this case, the CEO and CFO will cause a confidential material change report to be filed with the applicable securities regulators and will periodically (at least every 10 days) review its decision to keep the information confidential (see "Rumors" below).

3. Disclosure must include any information the omission of which would make the rest of the disclosure misleading (half-truths are misleading).
4. Unfavourable material information must be disclosed as promptly and completely as favourable information.
5. There must be no selective disclosure. Previously undisclosed material information must not be disclosed to selected individuals (for example, in an interview with an analyst or in a telephone conversation with a major shareholder). If previously undisclosed material information has been inadvertently disclosed to an analyst or any other person, such information must be generally disclosed immediately via news release.
6. Disclosure must be updated if earlier disclosure has become misleading as a result of intervening events.
7. Disclosure must be corrected immediately if Decisive learns that earlier disclosure contained a material error at the time it was made.
8. Disclosure should be consistent among the entire audience, including the investment community, the media, customers and employees.
9. Disclosure on Decisive's website alone does not constitute adequate disclosure of material information.

5.4 News Releases

Once the CEO and CFO determine that a development is material, it will authorize the issuance of a news release, unless the CEO and CFO determine that such developments must remain confidential for the time being and appropriate control of that information is instituted. Should a material oral statement inadvertently be made in a selective forum, the Company will immediately issue a news release to publicly disclose that information.

News releases containing earnings guidance and financial results will be reviewed by the Audit Committee or the board of directors of the Company prior to issuance. Financial results will be publicly released immediately following approval by the board of directors or Audit Committee of the Company of the management discussion and analysis, financial statements and notes of the Company.

If the TSX Venture Exchange (the “**exchange**”) is open for trading at the time of a proposed announcement, prior notice of news release announcing material information must be provided to its market surveillance division to enable a trading halt, if the exchange deems this to be necessary. If a news release announcing material information is issued outside of trading hours, the exchange must be notified promptly and in any event before the market opens.

News releases will be disseminated through a news wire service that provides national and simultaneous service. News releases will be transmitted to all stock exchange members, relevant regulatory bodies, major national financial media and the local media in areas where the Company has its headquarters and where the Affiliates have their operations.

News releases will be posted on Decisive's website immediately after confirmation of dissemination of the news wire. The website will include a notice that advises the reader that the information posted was accurate at the time of posting, but may be superseded by subsequent disclosures.

6. COMMUNICATIONS WITH ANALYSTS

6.1 Contacts with Analysts and Investors

Decisive recognizes that analysts are important conduits for disseminating information to the investing public and that analysts play a key role in interpreting and clarifying existing public data and in providing investors with background information and details that cannot practically be put in public documents. Decisive will meet with analysts and investors on an individual or small group basis as needed and will initiate contacts or respond to analyst and investor calls in a timely, consistent and accurate fashion in accordance with this Policy. Decisive will provide the sort of detailed differential information that has been provided to analysts to individual investors or reporters who request it. Where practicable, more than one representative of Decisive will be present at all individual and group meetings with analysts and investors.

However, Decisive recognizes that analyst disclosure does not constitute adequate disclosure of information that is considered material non-public information. If material information is to be announced at an analyst or shareholder meeting or a press conference, its announcement must be coordinated with a general public announcement via news release.

6.2 Reviewing Analyst Draft Reports and Models and Providing Guidance

It is Decisive's policy to review, upon request, analysts' draft research reports or models. If requested, Decisive will review the report or model for the purpose of correcting factual errors. It is Decisive's policy, when analysts inquire with respect to the earnings and/or cash flow estimates of the Affiliates (1) to acknowledge what the current range of analysts' estimates is, and (2) to question an analyst's assumptions if his/her estimate is out of the range of estimates. Decisive will not confirm, or attempt to influence, an analyst's opinions or conclusions and will not express comfort with analysts' financial models and earnings estimates.

If Decisive has determined that it will be reporting results materially below or above publicly held expectations, it may decide to disclose this information in a news release to enable discussion without risk of selective disclosure (see "Forward-Looking Information" below).

Decisive regards analyst reports as proprietary information belonging to the analyst's firm. Recirculating a report by an analyst may be viewed as an endorsement by Decisive of the report. For these reasons, Decisive will not provide analyst reports through any means to persons outside of Decisive.

7. OTHER TYPES OF INFORMATION

7.1 Rumors

So long as it is clear that Decisive is not the source of a market rumor, Decisive does not comment, affirmatively or negatively, on rumors. This applies to rumors on the internet. Decisive's spokespersons will respond consistently to those rumors saying: "It is our policy not to comment on market rumors or speculation." Should the stock exchange request that the Company make a definitive statement in response to a market rumor that is causing significant volatility in the stock, the CEO and CFO will consider the matter and decide whether to make a policy exception. If the

rumor is true in whole or in part, this may be evidence of a leak, and Decisive will immediately issue a news release disclosing the relevant material information.

7.2 Forward-Looking Information

If Decisive discloses forward-looking information in continuous disclosure documents, speeches, conference calls, etc., the following guidelines will be observed:

- If the forward-looking information is material, it will be disseminated in accordance with this Policy.
- The information will be clearly identified as forward-looking.
- Decisive will identify the material assumptions used in the preparation of the forward-looking information.
- The information will be accompanied by a statement that identifies, in specific terms, the risks and uncertainties that may cause the actual results to differ materially from those projected in the statement.
- The information may be accompanied by supplementary information such as a range of reasonably possible outcomes or a sensitivity analysis to indicate the extent to which different business conditions may affect the actual outcome.
- The information will be accompanied by a statement that the information is stated as of the current date and subject to change after that date, and Decisive disclaims any intention to update or revise this statement of forward-looking information, whether as a result of new information, future events or otherwise.

Once disclosed, Decisive's practice for updating forward-looking information will be to regularly assess whether previous statements of forward-looking information should be replaced by new financial outlooks, and ensure that past disclosure of forward-looking information is accurately reflected in current MD&A.

7.3 Electronic Communications

This Policy also applies to electronic communications. Accordingly, officers and personnel responsible for written public disclosures shall also be responsible for electronic communications. The CFO will be responsible for updating the Investor Information section of the Company's website and will be responsible for monitoring all corporate information placed on the website to ensure that it is accurate, complete and up to date. Any material changes in information must be updated immediately.

Although Decisive views electronic communications as an extension of its formal disclosure record, it recognizes that disclosure on the Company's website will not constitute adequate disclosure of information that is considered material non-public information. Any disclosures of material information on its website will be coordinated with a news release.

All continuous disclosure documents will be provided in the Investor Relations section of the Company's website. All information posted, including text and audiovisual material, will show the date the material was issued. Any material changes in information must be updated immediately, following the issuance of a news release. The website will include a notice that advises the reader

that the information was accurate at the time of posting, but may be superseded by subsequent disclosure.

The CFO will maintain a log indicating the date that material information is posted and removed from the Investor Relations section of the website. Material documents filed with securities regulators will be maintained on the website for a minimum of two years.

The CFO must approve all links from the Company's website to third party websites. The website will include a notice that advises readers they are leaving the Company's website and that Decisive is not responsible for the contents of the other website.

The CFO will also be responsible for responses to electronic inquiries. Only public information or information that could otherwise be disclosed in accordance with this disclosure policy shall be used to respond to electronic inquiries.

This Policy prohibits employees from participating in internet chat rooms or newsgroup matters pertaining to Decisive's activities or its Securities.

7.4 Board and Audit Committee Review of Certain Disclosure

The board of directors of the Company or its Audit Committee should, whenever feasible, review the following disclosures in advance of their public release by Decisive:

- earnings guidance; and
- news releases containing financial information based on a company's financial statements prior to the release of such statements.

It should also be indicated at the time such information is publicly released whether the board of directors of the Company or the Audit Committee has reviewed the disclosure. In addition, where feasible, Decisive's earnings news release should be issued concurrently with the filing of the quarterly or annual financial statements.

8. DECISIVE'S DISCLOSURE RECORD

8.1 Offering Documents

All offering documents issued by the Company must contain "full, true and plain disclosure" of the material facts relating to Securities. This means that the document does not contain any untrue statement of a material fact or omits to state a material fact required to be stated or that is necessary to be stated to make a statement not misleading in light of the circumstances in which it was made.

Because the Company derives its income from payments made to the Company by the Affiliates, the information that would be material to the Affiliates would also be material to the Company. For this reason, employees may be asked to review or prepare information to be contained in an offering document of the Company to ensure that the document accurately discloses all material information concerning the Affiliates.

If an employee is asked to review an offering document of the Company or any other continuous disclosure document of the Company, discussed below, he or she must bring to the attention of the CEO and CFO any information that the employee knows or reasonably believes to be misleading or inaccurate in the document. The employee should also advise CEO and CFO if he or she believes that the document omits to state a fact or information that may be material to an understanding of the results of operations of the Affiliates or the performance of Decisive as a whole. When reviewing these documents, employees are advised to consider all information about Decisive that they are aware of in order to adequately assess whether the disclosure being reviewed is accurate, fails to state a material piece of information or is misleading or inaccurate in any way.

8.2 Continuous Disclosure Record

As a public entity, the Company must provide certain information to its shareholders, to securities regulators and to the exchange on a regular basis. Because the Company derives its income from payments made to the Company by the Affiliates, much of this information will relate to the Affiliates.

The CEO and CFO are ultimately accountable for Decisive's public disclosure. They have supervised the design of disclosure controls and procedures in connection with creation of this Policy.

It is important that everyone within the Decisive organization make known to the CEO and CFO material information relating to the Company, the Affiliates and any Affiliates of the Affiliates. Employees must provide that information to the CEO and CFO as soon as they become aware that it is, or may be, material so that the CEO and CFO can take steps to disclose material information within the time periods specified under applicable securities legislation and by the exchange. This applies throughout the year, but is particularly critical when annual or quarterly financial statements and management discussion and analysis or the Company's annual information form are being prepared.

Employees will be asked to provide certain information and to review and confirm other information to be included in disclosure documents. In addition, any other document publicly filed by the Company, such as press releases and material change reports, must also be accurate and not misleading and must present all information that may be material to an investor deciding whether or not to purchase Securities.

8.3 Maintaining the Record

The Company will maintain a file containing all public information about Decisive, including continuous disclosure documents, news releases, analysts' reports, transcripts or audio recordings of conference calls and newspaper articles, respectively.

The minimum retention period for material corporate information posted on the website of the Company shall be one year. News releases shall be kept for a period of two years and quarterly and annual reports shall be retained for a period of five years.

9. IMPLICATIONS OF VIOLATING THIS POLICY

All of Decisive's employees, officers, directors and outside advisors must comply with this Policy. *Although this Policy generally refers to "employees", it also applies to Decisive's directors, officers and outside advisors.* An employee or officer who violates this Policy may face disciplinary action. This may include termination of his or her employment with Decisive. Directors who violate this Policy may be asked to resign. Outside advisors who violate this Policy may have their engagement with Decisive terminated. If a violation of this Policy involves a violation of securities laws or stock exchange requirements, Decisive may refer the matter to the appropriate regulatory authorities.

Decisive's employees, officers, directors and outside advisors will be advised of this Policy and the importance that Decisive attaches to compliance with this Policy.

SCHEDULE 1

The following are examples of the types of events or information that may occur at Decisive and be deemed to be material.

Changes in Business Structure

- changes in share ownership that may affect control of the Company.
- major reorganizations, amalgamations, or mergers.
- take-over bids, issuer bids, or insider bids.

Changes in Capital Structure

- the public or private sale of additional Securities.
- planned repurchases or redemptions of Securities.
- planned splits of common shares or offerings of warrants or rights to buy shares.
- any share consolidation, share exchange, or stock dividend.
- changes in the Company's dividend payments or policies.
- the possible initiation of a proxy fight.
- material modifications to rights of security holders.

Changes in Financial Results

- a significant increase or decrease in near-term earnings prospects.
- unexpected changes in the financial results for any periods.
- shifts in financial circumstances, such as cash flow reductions, major asset write-offs or write-downs.
- changes in the value or composition of Decisive's assets.
- any material change in accounting policy.

Changes in Business and Operations

- any development that affects resources, technology, products or markets.
- a significant change in capital investment plans or business objectives.
- major labour disputes or disputes with major contractors or suppliers.

- significant new contracts, products, patents, or services or significant losses of contracts or business.
- changes to the board of directors or executive management, including the departure of the Company's Chair, CEO or CFO (or persons in equivalent positions).
- the commencement of, or developments in, material legal proceedings or regulatory matters.
- waivers of corporate ethics and conduct rules for officers, directors, and other key employees.
- any notice that reliance on a prior audit is no longer permissible.
- de-listing of Securities or their movement from one quotation system or exchange to another.

Acquisitions and Dispositions

- significant acquisitions or dispositions of assets, property or joint venture interests.
- acquisitions of other companies, including a take-over bid for, or merger with, another company.

Changes in Credit Arrangements

- the borrowing or lending of a significant amount of money.
- any mortgaging or encumbering of the Company's assets.
- defaults under debt obligations, agreements to restructure debt, or planned enforcement procedures by a bank or any other creditors.
- changes in rating agency decisions.
- significant new credit arrangements.

The foregoing examples are not exhaustive. An Insider who has a question about the materiality of information known to him or her should contact the CFO or the CEO.