

Canadian Oil Sands Limited Launches \$3 Million Community Investment Initiative

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St. Rita School Hosts Official Launch of Math Minds with the help of Olympians

CALGARY, ALBERTA -- (Marketwire) -- 11/27/12 -- [Canadian Oil Sands Limited](#) (COS) (TSX: COS) (OTCQX: COSWF) is launching a multi-year community investment initiative today called Math Minds, along with partners [University of Calgary](#), [Calgary Catholic School District](#), [Calgary Public Library](#), [Boys and Girls Club of Calgary](#) and [JUMP Math](#). To demonstrate that math is not only a critical life skill but also enjoyable, the launch at St. Rita School will have Olympians and students take part in a fun challenge which showcases a series of math-focused questions and answers.

The overall objectives of Math Minds are to strengthen numeracy among students in kindergarten to Grade Six, and to help establish Calgary as a centre of excellence in math education. By creating a teachers' network focused on math and sharing the most recent research on elementary math instruction and student learning, Math Minds strives to deepen teachers' own understanding of math and math instruction. For students, numeracy is essential for future success in careers such as science and engineering. These disciplines drive innovation and technology development, which are critical to the Canadian economy.

"In order for Canada to remain globally competitive, it is imperative that our society place high importance on early math literacy," says Marcel Coutu, President and Chief Executive Officer, Canadian Oil Sands Limited. "COS is excited to champion Math Minds and empower children by becoming math literate through a long-term, collaborative, foundation-building approach."

Math Minds, driven by COS and its key partners, is a unique partnership that strives to make a collective and innovative impact on math education. "Nurturing competence isn't particular to math; ability in any academic area has been linked to starting young, having access to good teaching, and engaging in appropriate practice from the beginning," says Dr. Brent Davis, professor and Distinguished Research Chair in Mathematics Education at the University of Calgary. "Confidence does seem to be more specific to math, given the widespread fears and dislikes of the discipline in our society. And while it's possible for attitudes and opinions about math to change dramatically across our lives, there's abundant evidence that, for most, beliefs about and confidence with mathematics are pretty much solidified by the end of elementary school. That's why this unique partnership is so important. We need to take steps to make sure that our students feel confident in their abilities from the start."

Hayley Wickenheiser, three-time Olympic gold medalist in women's hockey, Canadian gymnast Kyle Shewfelt, gold medalist at the 2004 Summer Olympic Games, and Beckie Scott, gold medal-winner at the 2002 Winter Games in cross-country skiing are participating in the event launch to validate the importance of math in everything we do.

"Math is not only important in school, but it is also required in every aspect of our lives," said three-time Olympic gold medalist, Hayley Wickenheiser. "Math has been critical in my hockey career as it is a sport of science, ranging from shooting angles to statistics and ice time ratios. Without math skills, my hockey career would not be as successful."

For further information please visit Math Minds at:

<http://www.cdnoilsands.com/sustainability/COS-Community-Investment/Education/Math-Minds>

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