



One company, one culture, one vision, one team!

PRESS RELEASE

CONTACT: Denise Wildman
(310) 900-7080
denise.wildman@versacold.com

For Immediate Release
December 5, 2008

VersaCold and Atlas Come Under One Banner

VersaCold and Atlas now show a single business face to their customers and to the marketplace. Going forward, they will be operating under the name VersaCold Logistics Services. Unifying their business will have a great clarifying effect in the marketplace. They will have one strong brand stretching coast to coast in the US and Canada, along with the company's already existing presence in Australia, New Zealand and Argentina.

VersaCold's unifying campaign touts, "We are one company, one culture, one vision, one team. The name doesn't make the company; it's our people that make the company. We know our name is only as good as we make it... just the same as in our personal lives. Our dedicated staff make the VersaCold name stand proud...we stand for high standards in everything we do . . . we are 'First in Cold'."

Their strength lies in the local relationships they've built with their customers, which will continue. According to VersaCold's President and CEO Brent Sugden, "Our customers are the heart of our business. We look forward to sharing a long and fruitful relationship together."

VersaCold's roots go back to 1946, with B.C. Ice and Cold Storage Company. By the 1980s, VersaCold established a strong operations base in the West, with eight facilities in BC, Alberta and Washington. In the 1990s, Atlas emerged as a major player in the industry, acquiring Bell Cold Storage in Minnesota in 1994 and entering the Canadian marketplace in 1996 with two sites in Toronto. VersaCold continued to grow and expand with the acquisition of QF Foods and Trans Canada Freezers.

As the new century dawned, both companies continued to thrive and compete in the dynamic frozen and refrigerated food industry. Atlas merged with Associated Freezers and acquired Blue Star Cold Storage, with operations in Alberta and BC, and CS Integrated, with 16 US facilities and the vital 3PL business. VersaCold expanded in 2003, with the acquisition of Geneva Lakes Cold Storage and Wisconsin Logistics, and in 2005, with the purchase of P&O Cold Logistics, adding operations in the US, Australia, New Zealand and Argentina.

Headquartered in Vancouver, British Columbia, VersaCold Logistics Services operates more than 120 modern, temperature-controlled warehouses and distribution centers across Canada, the US, Argentina, New Zealand and Australia. They manage all aspects of the temperature-controlled supply chain and can service virtually any customer need, from refrigerated warehousing, processing, and blast freezing to local, national and global distribution networks to 3PL distribution center management. They are the largest cold storage network in the world, offering total door-to-door logistics services.

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