



TRANSPORT HENRI DION

PRESS RELEASE
For immediate release

Transport Henri Dion launches a new brand image to better reflect its personality

Montréal, February 10, 2006 – For 35 years, Transport Henri Dion (THD) has developed a peerless reputation across Ontario and Québec. As a leader in the transportation industry, the company is proudly beginning a new phase in its history by introducing a new brand image, new logo and revamped web site to bolster its corporate identity.

This exciting new initiative positions the company at the forefront of the specialized transport category, with an enviable reputation that stems from the quality and diversity of its services. For Mr. Luc P. Cartier, president of Transport Henri Dion, this launch marks the next step in the growth of his company with aggressive plans to increase its influence: "Today, we are committed to constant innovation in order to be on the leading edge of technologically viable business solutions, to giving our customers peace-of-mind, and to offering flexible and reliable material resources, combined with qualified, responsible personnel. It was only natural that we invest in the evolution of our brand's image so that it accurately reflects the personality of our organisation, its development and influence."

Bold, loyal, flexible, passionate and proactive, the personality of the company is one of the defining features that make Transport Henri Dion stand out from its competitors. That required a rethink of the corporate image, leading management to a new logo with contemporary lines that highlight the openness and modernity of the company. In addition, the redesigned, technically advanced website offers visitors an aesthetically-pleasing, friendlier experience with more impact and better readability.

Transport Henri Dion's distinctive, dedicated service makes it the carrier of choice in Quebec and Ontario. Our specialized expertise in transporting goods at ambient and controlled temperatures, heated or refrigerated, is unparalleled. Our unique insight, unequalled support and value-added service are the main reasons why manufacturing companies, wholesale dealers and intermediaries depend on us day after day.