



**FOR IMMEDIATE RELEASE**

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## **Lakeside recognized for Leadership on the Environment**

Oakville, April 10, 2008 - Lakeside Logistics was honoured at the 2007 Oakville Awards for Business Excellence Gala for their leadership in reducing the carbon footprint of the logistics and transportation sector.

“It gives us great pride to receive this award and we, in turn, are proud of the efforts of every employee in the company for their part in reaching this milestone,” explained Jeff Moore, Managing Director, Lakeside Logistics. “We would like to thank the Oakville Sustainability Initiative for their confidence in nominating us for this award.”

As first runner up, Lakeside was recognized for its initiatives in diminishing the impact the company and its employees have on our planet. On November 29, 2007, they announced the achievement of a Carbon Neutral status.

Under their Vision Green program, they have made changes within their business. Now they are reaching out to challenge their customers and suppliers to follow their lead.

The next milestone on the Vision Green roadmap is the Carrier program. This presents a direct opportunity to target emissions at the source. Lakeside’s initial goal is to generate a 10% (3500 tonne) reduction in the emissions of 3500 Carrier partners by the end of 2010. To accomplish this goal, Lakeside is working with environmental partners like Smartway, Zerofootprint, and Fleetsmart.

“We are committed to our program both as a community and business initiative,” says Susan Moore, Director of Sustainability, “At Lakeside, Vision Green is a continuous journey.”

### **About Lakeside Logistics**

Lakeside Logistics is a 3PL providing custom supply chain and transportation management services across North America. Headquartered in Oakville, ON, the company has operations in California, Wisconsin, Tennessee, Alberta and British Columbia. Client services are supported by real time web-based systems such as track and trace, KPIs, virtual warehousing and e-commerce. Clients include Xerox, Johnson & Johnson, West Fraser Mills, Ocean Spray, CIBA Specialty Chemicals, Pepsi QTG and Campbell Soup.

### **About Oakville Awards for Business Excellence**

The Oakville Awards for Business Excellence is dedicated to recognizing exemplary models of excellence and community service by Oakville’s businesses. The annual program, now in its 13th year, is organized by The Rotary Club of Oakville West, in association with the Oakville Chamber of Commerce. Awards are presented annually in 6 categories – Entrepreneur of the

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Year, Small Company of the Year, Restaurateur of the Year, Large Company of the Year,  
Professional Service of the Year and Environmental Leader of the Year.

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