



FOR IMMEDIATE RELEASE

April 2008

Lakeside puts extra strength into J&J supply chain

Oakville, ON, April 2008 - Lakeside Logistics recently partnered with Johnson & Johnson Inc. to manage their network of inbound transportation from 64 manufacturing sites across North America. Lakeside's custom solution was developed specifically to accommodate J&J's current growth plan and need to have end to end visibility of their inbound transportation network.

The deciding factors in winning this account were Lakeside's strong management team, suite of custom software applications and collaborative culture. These three elements enabled Lakeside to achieve 100% implementation within 60 days.

"The seamless fit between our two cultures has created a strong foundation for future successes," says Jeff Moore, Managing Partner, Lakeside Logistics.

The company has put two new proprietary, real-time, web-based software applications into action for Johnson & Johnson. SuperScheduler reduces labour and increases accuracy, visibility and efficiency for the DC's, carriers and vendor in scheduling receiving appointments. This appointment scheduling tool provides access to information for all parties 24/7. The Executive Dashboard is a visual management tool that provides access to all the KPI information required for making operations decisions real-time. A tool that will allow Johnson & Johnson to view their delivered cost per case down to the sku level real-time. These programs, with customized refinements, have the potential of delivering the same benefits across the portfolio of Lakeside's customers.

Like a growing number of customers, Johnson & Johnson is following the progress of Lakeside's Vision Green program. Lakeside's success in reducing their own and their carriers' carbon footprint supports J&J's environmental goals.

"Johnson & Johnson has tapped into our core strengths, including our technology tools, in supply chain management to successfully handle the complexities of their transportation network," says Tom Coates, V.P. Supply Chain Services, Lakeside Logistics.

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 Vision Green

April 10, 2008

Vision Green is a program developed by Lakeside Logistics to put into action their commitment to reducing the impact of the transportation and logistics sector on our planet. Under the Vision Green Banner, their goal is to lead by example in an industry that has an opportunity to make a difference. They are committed to making continuous changes within their business that reduce their carbon impact. The outreach element of the program supports their customers and carriers in their quest to reduce their environmental footprint.

About Johnson & Johnson Inc.

Johnson & Johnson Inc. is the Canadian arm of the leading manufacturer of quality health and beauty care products. They offer a wide range of products in the areas of woman's health, skin and hair care, wound care, baby care and oral health including familiar names like Listerine, Purell and Tylenol.

- end -

Contact Information

Jeff Moore
Lakeside Logistics Inc
905-338-4002
1-800-387-7108
www.lakesidelogistics.com

Helen Murray
Devon Communications
905-947-4317