



FOR IMMEDIATE RELEASE

Coastal Pacific Xpress Inc. honoured to be selected as one of Best Workplaces in Canada

B.C. firm is only trucking company to make the prestigious list

SURREY, B.C., April 23, 2007 – Great Place to Work® Institute Canada's selection of Coastal Pacific Xpress (CPx) Inc. as one of the Best Workplaces in Canada 2007 is a validation of a respectful culture its management has worked hard to build, co-owners Jim Mickey and Glen Parsons said today.

CPx ranked 33rd out of 50 employers selected for the Best Workplaces in Canada list, published in the April 23 issue of *Canadian Business* magazine. CPx is the only trucking firm to appear on the list.

Jim Mickey, co-president and partner at CPx, said the high number of company employees surveyed as part of the Best Workplaces in Canada 2007 list (98 per cent) who described management as "honest" was a powerful endorsement of CPx's leadership. "Knowing that our workforce views us this way is the greatest vote of confidence you could ever receive," he said. "For a workplace to function with integrity there must be trust between employees and management."

Fellow co-president and partner Glen Parsons added that the high number of employees surveyed (96 per cent) who said CPx gave them the necessary training and resources to do their job was gratifying. "The CPx credo is that we put employees first, customers second and profits third," said Parsons. "So we try to put our money where our mouths are and make sure everyone is properly equipped to carry out his or her duties."

The "employees first" philosophy was echoed in a comment by an employee surveyed for the Best Workplaces in Canada 2007 list, who wrote, "I am able to be a part of a company that is ...setting a new path in an old industry by putting its people first and customers second. This method has had excellent results."

This list of "Best Workplaces in Canada" is compiled for *Canadian Business* magazine by Great Place to Work® Institute Canada. The competition process is based on two criteria: two-thirds of the total score comes from a 57-statement survey completed by a random selection of employees, along with their open-ended comments about their organization; the remaining third of the score comes from an in-depth review of the organization's culture, including an evaluation of HR policies and procedures. This offers a rigorous representation of the organization from an employee perspective, and an overall portrait of the workplace culture. Together, they provide crucial data relative to the five trust-building dimensions of a great place to work®: credibility, respect, fairness, pride, and camaraderie.

The Canadian list was developed using the same methodology developed by Great Places to Work Institute in San Francisco and is used by *Fortune* in the U.S., the *Financial Times* in the U.K. and 30 other countries around the world.

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About Coastal Pacific Xpress:

CPx is a private company headquartered in Surrey, B.C. It specializes in temperature-controlled and just-in-time delivery across North America. It has operations in British Columbia, Calgary and Edmonton. It has a total of 156 employees and uses 255 owner-operator trucks as well. Its employee turnover rate in 2004 was 21 per cent, compared to the industry average of 135 per cent.