



King's Transfer Van Lines Inc.

www.kingstransfer.com

Canada's Corporate Relocation Expert Stability...A Rare Commodity in Today's World

Founded in 1922 by the grandfather of the current president (William O'Donnell) King's Transfer Van Lines is one of Canada's oldest and most respected moving companies. The company continues to be owned and managed by the O'Donnell family of Montreal, QC with offices in Montreal, Ottawa, Toronto, Winnipeg and Calgary. King's International Division extends the company's reach worldwide.

King's was one of the founding agents of Atlas Van Lines (Canada) Ltd. in 1963 and is one of only four company shareholders. King's President, William O'Donnell is a long-serving and active member of Atlas' Board of Directors and a member of Atlas' Quality Enhancement committee.



Corporate Accountability... Garners Recognition



King's Transfer Van Lines is the mover of choice for many of Canada's largest corporations and relocation companies who handle employee relocations. Over the years, King's has been recognized for their outstanding service to this important business sector. The company has received numerous service awards from the major third-party relocation companies for their unrelenting commitment to customer satisfaction.

Instead of simply providing moving services, King's approach to its clients is predicated on providing highly personalized and customized service with an emphasis on establishing long-term relationships. King's views itself as a "partner" providing clients with relocation advice, guidance and services.

Move Management... Makes a Difference

Surveys reveal that moving long distance is one of the top five most stressful events in a family's life. This is particularly true when it is job related transfer. If the move does not go well, the employee may be less productive in their new role. To ensure this doesn't happen on a King's move, the company assigns one of its experienced relocation counselor to act as the employee's single-source contact.

This individual initiates contact with the employee at key stages throughout the move, provides written confirmation of all of the details, provides move-related counseling and is available at all times to answer questions or alleviate any



concerns. Behind the scenes the relocation coordinator works closely with the service providers to ensure that the every aspect of the customized moving requirements are met. Once the move has been completed, the coordinator will be in touch with the family to ensure that they are totally satisfied with the service.

King's Transfer...Atlas' Awards Leader



When it comes to Quality Awards from Atlas Van Lines, King's is the hands-down winner. No other moving company in the Atlas system of over 150 agents has received as many Quality Awards as King's Transfer. Atlas began its renowned "Quality in Motion" program back in 1994. Over the 15 years that the program has been in existence, King's has been the recipient of the National Quality Award 12 times and the Regional Quality Award winner for the remaining 3 years. In addition each of the King's offices has been recognized in their own right as National or Regional Quality Award or Packing/Unpacking Service award winners.

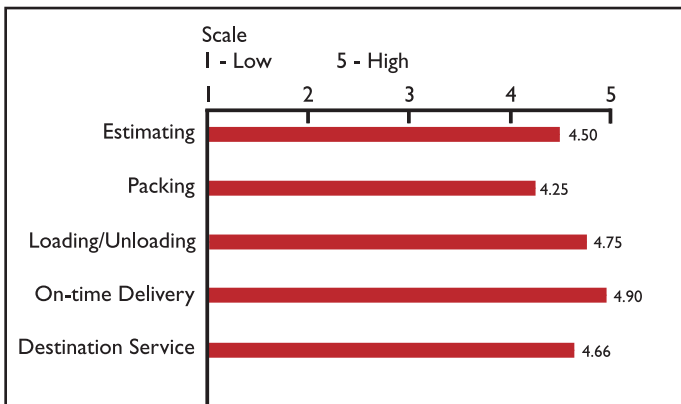


Quality Statistics...Tell the Story

Atlas Van Lines' Quality in Motion program assigns ratings to its agents using the following data:

- Customers score the agent between 1-5 (5 being the highest) on the Atlas post-move survey
- Atlas score the agents on their claims ratio and claims cost- Ratings are A-E (A being the best)

King's Ratings



Source: Atlas Van Lines (Canada) Ltd.

King's Claims Statistics

King's Rated "A" – 8 consecutive years
 King's Claims Ratio - 1:14.2 moves
 King's Claims Cost - Lowest in Atlas system

Customer's Recommendation

100% would use King's Service or recommend

Employee Pledge of Performance

Quality service is the number one priority at King's Transfer. To this end, the company makes a significant investment in training and skills for all of its service providers. As part of King's Transfer quality initiative all employees are required to sign and adhere to its "Employee Pledge of Performance".