



NEWS RELEASE...

FOR FURTHER INFORMATION CONTACT: CAROL DAVIS, VICE-PRESIDENT CORPORATE COMMUNICATIONS • 1-800-267-3783

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Doug Auld, President, Atlas Van Lines (Canada) Ltd. announced that congratulations are in order to Classic Moving and Storage Ltd. of Calgary, AB for their outstanding agency performance for the 2004 award year. Owner Paul Phone and General Manager Magus Olsen and all of the staff are to be commended for the hard work which culminated in Classic being named the recipient of Atlas' prestigious **"Western Region Packing/Unpacking Award"** and the **"Western Region Overall Quality Service Award. This is the 5th time in 9 years that Classic has been the recipient of the Quality Award and the 3rd time they have won the packing award in a six-year period.**

Atlas' Quality Enhancement department objectively tracks the level of customer satisfaction on each long distance move that takes place under the Atlas banner. They closely monitor each agent and their service providers' performance in key areas. Data is obtained from customer evaluation reports, post move telephone surveys and statistical details relating to claims and estimating performance. This data is then used to establish an agent's quality rating. As a result of Classic's high score, they qualified for these awards and are considered to be in the top 5% out of Atlas' 150-agency network in Canada.

Classic Moving is also to be congratulated for its major sales achievement both on an agency wide basis. As the second place winner of the **"Agent Sales Achievement Award"** in their category, Classic Moving turned in enviable sales number for the award period, which ran from August 1, 2003 through July 31, 2004. In addition, special recognition is made to Cyndy Trigger who placed first in her respective category and was given an **"Individual Sales Achievement Award"** at Atlas' convention in Toronto for her personal sales performance. This achievement is even more meaningful in an industry with a high degree of competition. Cyndy is a well-respected relocation professional and has earned a reputation for not only making the sale but for providing a high quality of after sales service. All of her residential and corporate clients can attest to the fact that she makes every effort to ensure that their moves are smooth and problem free.

Classic Moving's achievement are made possible through the staff's true dedication to customer service and to the strong management at the company's helm. Atlas Van Lines is extraordinarily proud to have all of these fine individuals as part of our national network and we are confident that they will grace our awards stage many times in the years to come, as they have in the past.

Congratulations to all on a job well done.