



Intelligent Transportation. Delivered.

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Toronto, April 8, 2009 - Kelron Logistics Launches New, Improved Web Site

Kelron Logistics, one of North America's fastest growing full service transportation logistics solutions providers, has launched a brand new web site to increase ease of use and customer service levels.

The new site was developed based on the overall branding concept of "Intelligent Transportation. Delivered", and will serve as an important information source and business conduit for individuals in each of the company's primary stakeholder groups; existing customers, those interested in doing business with Kelron, company suppliers and potential employees.

"Incorporating the needs of various user groups into the design of the site was a key element in our overall strategy of strengthening Kelron's position as a leader in the field of transportation logistics," said Keith Matthews, Executive Vice President and Co-Chairman.

Matthews went on to comment "the new site content and design were created to deliver on our brand promise of assisting customers and other visitors in achieving their business objectives (by helping them to address their logistics and supply chain management challenges)".

The new site offers something for everyone, including utilizing cutting edge technology to allow customers to access a range of online tools such as tracking and proof of delivery through EnvisionX, the company's unique and proprietary online order management system.

"Communicating with, and ensuring customers and other stakeholder groups have access to the information they need, and are aware of the many ways we can help them to address their logistics and supply chain challenges is clearly one of the most important activities we can undertake to add value", said Matthews.

The web re-launch represents only the first step in a continuous process of change and innovation in the company's online strategy. Additional features and functionality will be incorporated over time based on user input.

About Kelron

Kelron Logistics is a leading provider of intelligent transportation logistics solutions that help companies optimize their supply chain performance and efficiency when moving goods throughout North America.

The Kelron Group of Companies, 1355 Meyerside Drive, Mississauga, ON L5T 1C9

Tel: (905) 795-8400

Tel: (800) 668-3785

Fax: (905) 795-0060

www.kelron.com

Fax: (800) 453-5329

