

NEWS RELEASE



Port Logistics Group Announces Multi-Year Logistics Agreement with Joe Fresh® Brand

Industry's leading gateway logistics company to support Joe Fresh retail U.S. launch and expansion

HOUSTON, February 21, 2012 /PR Newswire/ -- Port Logistics Group, the nation's leading provider of gateway logistics services, today announced a multi-year service agreement with Loblaw Companies Ltd., the Canadian retailer and parent of the Joe Fresh brand.

Port Logistics Group will provide warehousing, inventory management, value-added services and regional transportation in support of the October launch of the Joe Fresh brand in New York City.

Loblaw Companies Ltd., a leading Canadian retailer, undertook an extensive search for a U.S. logistics partner for the Joe Fresh store launch and expansion. "We wanted a provider that knew fashion and apparel, had experience with retail store openings, and most importantly had a track record of success in the major U.S. retail markets," said Lucy Vander Wal, Senior Vice President, Joe Fresh Stand Alone. "Port Logistics Group had the facilities, expertise and the national presence to support both our first store launch and our long-term expansion throughout the U.S."

Port Logistics Group's implementation team worked with SD Retail Consulting and the Joe Fresh team to design the warehouse space, systems interfaces, daily workflow, and the retail store delivery schedule. "This project showcases our retail knowledge, experience and systems," said Jeff Wolpov, Chief Commercial Officer for Port Logistics Group. "It also demonstrates the importance of an experienced team that knows what it takes to successfully launch a new brand. We are extremely pleased to be associated with the Joe Fresh brand and look forward to growing with them."

There are five Joe Fresh stores in the New York City area. Port Logistics Group serves these stores from its Clifton, NJ facility.

ABOUT PORT LOGISTICS GROUP

Port Logistics Group is the nation's leading provider of gateway logistics services, including value-added warehousing and distribution, transloading and cross-docking, vendor consolidation and national transportation. With more than 4 million square feet of warehouse space strategically located in and around major North American ports, Port Logistics Group provides the critical link between international transportation and the "last-mile" supply chain.

ABOUT SD RETAIL CONSULTING

For nearly 40 years, SD Retail Consulting has maintained a recognized position as a leading global provider of process improvement and business consulting to retailers and consumer businesses. Primary disciplines include supply chain and distribution, store operations, workforce management, merchandising, strategic growth initiatives, customer experience, headquarters effectiveness, and shrink & margin recovery. SD Retail is a member of the Hilco Trading organization and maintains primary office locations in Chicago, New York, Boston, Toronto and London.

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