FALL/WINTER 2010

WILSON Driving.... ...Into the Future

CHAIRMAN'S ADDRESS

Wilson's has embraced a continuous improvement approach to ensure the ongoing security of servicing its major client Metro, however there are no signs of economic growth needed to fuel a revival of the freight markets in the near future. Excess capacity remains the Achilles heel of the trucking industry right now, with 300,000 trucks currently either parked or under-utilized. With so much over-capacity still in the market, the opportunity for better pricing might not occur until 2013, influenced on the overall pace of economic recovery currently projected for the U.S.

In times of economic uncertainty, greater cost control and efficiency is essential, both in our personal lives and at work. Working smarter not harder will reward us with significant cost savings, greater productivity and reduce the overall carbon footprint of your business.

Technological advances, customer expectations and especially globalization have increased the need for higher productivity. After all, Canadians must now compete with companies in emerging countries where labour costs are a fraction of what they are in North America.

I would like to personally thank and acknowledge the immense contribution made by the employees and their dedicated service. I also want to put on record my sincere thanks to Marc Mousseau for his guidance and cooperation in these difficult times.

James Wilson

A HERO AMONGST US!

July 7, 2010 started out as a regular Wednesday for Wilson's city owner operator Nirmal Sandhu. Two stop produce load into Hamilton…no problem! Over to Vickers he went, hooked on to the load and headed down the QEW. Little did Norm know that this day would be unlike any other.

Store 235 employee Dan Green's day started the same way. Nothing unusual to report. Nothing out of the ordinary to consider until shortly before 7:00 am.

Norm arrived at the store looking to get his first drop of the day completed. Upon entering the backroom Norm greeted Dan as his receiver. In the blink of an eye Norm's day took a turn towards the unfamiliar.

Dan suddenly fell to the ground, in obvious distress. Instinctively and without hesitation Norm took action by alerting floor store staff to the serious situation in the back room and helped initiate CPR with a Metro employee.

Norm's quick and direct action is credited with helping to save the life of Dan Green on this day. Wilson's Truck Lines is proud to have Norm on our team!

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Driving Ahead...

Transition? What does it mean? "Passage from one place, condition or action to another."

I guess you can say that we've lived the "transition of all transitions"!

A year filled with change and high customer expectations to adapt to a new world as we now know it. Although we were successful in negotiating a new 10 year agreement with Metro last year it has been a year filled with challenges to say the least. I don't want to dwell on these challenges but as you are all aware, there was plenty at stake and with everyone's efforts we've been able to forge ahead.

Here are some accomplishments that ***"we"*** should all be very proud of achieving!

- Full implementation and integration of Peoplenet with our Emdecs operating system.
- Full payroll automation
- Seamless transition of new processes and practices with Metro Ontario Inc.
- Seamless transition of northern and eastern Metro stores with more coming our way soon.

All of the above was realized because all of you adapted and embraced change. Congratulations and thank you to everyone for doing their part. We would not have succeeded without you!!

Although I don't expect the economic climate to change much in 2011, our management team is dedicated and committed to continuous improvement of our processes and practices so that we can stay the course. We will remain focused and determined to do what it takes to firmly position W.T.L. for our collective future.

Again, a very big **"THANK YOU"** for your hard work and dedication!!

Don't forget to drop by and chat with your friends and colleagues on Thursday December 2nd to celebrate Wilson Day. We will have food and beverages for everyone.

Marc Mousseau
President

CLAUDE BELAND

Controller, Wilson's Truck Lines Limited

Born and mostly raised in Montreal, also spent some of my youth in Ottawa. After leaving college, I started my working career at Benson & Hedges doing budgets on a Commodore 64 (yes, I'm that old!!!). I very quickly moved into the Aerospace industry while attending Concordia University at night where I was completing my CMA designation. Having obtained the CMA designation in 1991 after 6 years of night school, I chose to accept a 6 month contract assignment in Saudi Arabia. It turned out to be an adventure lasting 13 years providing the opportunity to live in 6 different countries (Saudi Arabia, UAE, Cyprus, India, Russia and Switzerland) and visit several dozen others. During this time, I started working in the Oil & Gas industry, gradually trying my hand in Financial Services. I opted to return to Canada in 2005, accepting a position with Horizon Utilities in Hamilton. I quickly realized that government work was not for me, choosing to return to the private sector. I joined Wilsons in 2008, my first foray into the transportation industry. It has been a turbulent period with many changes, for which I am grateful to be part of an increasingly strong team. I am currently residing in St. Catharines, regularly enjoying the spoils of the Niagara region.

Looking Good!

With the summer of 2010 came the introduction of 37 new 2011 Freightliner Cascadia company tractors.

The environmentally friendly daycabs will support the Wilson's city and short highway operations in Ottawa and Toronto as we embark on our new Metro contract.

Freightliner Trucks are one of North America's leading manufacturer of commercial diesel trucks. The Freightliner slogan of "We carry the load with pride" will serve WTL well, as their commitment to design, performance, and safety is built into every detail of every truck they make.

Wilson Day

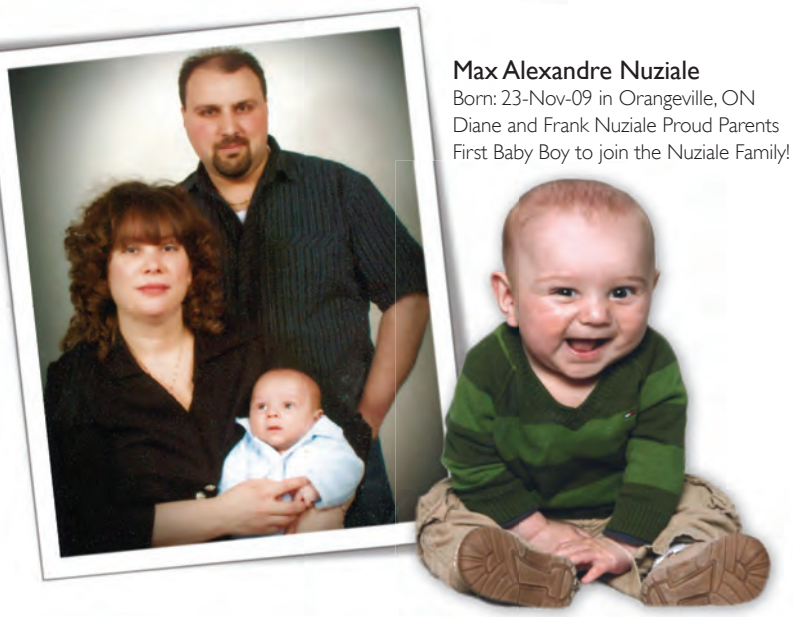
December 2nd, 2010

This year's event will include:

- Safety Award hand-outs and acknowledgements in the Training Office
- Announcement of the Wilson Employee of the Year Award for 2010
- Recognition of new President's Million/Two Million Mile Members
- 5, 10, 15, 20 year milestone achievers
- Light lunch will be served at 111 The West Mall from 11:00/A.M. – 3:00/P.M.

GUESS WHO?

....Answers on Back Page



Max Alexandre Nuziale
Born: 23-Nov-09 in Orangeville, ON
Diane and Frank Nuziale Proud Parents
First Baby Boy to join the Nuziale Family!

"IN MEMORIAM"

It is with great sadness to hear of the passing of three of our fellow employees.

Steve Ogilvie

Steve started with Wilson's as a City Driver in 1982 and then moved inside and worked in our Operations Department up until July 2010. Peacefully after a brief battle with cancer, Steve passed away on November 7, 2010.

Barry Milligan

It is with great sadness to hear of the sudden passing of Barry Milligan on Saturday, September 4th, 2010. Barry was a member of our prestigious President's Million Mile Club and had been with Wilson's since August 2, 1987.

Mukhtar Singh

Mukhtar was a City Owner-Operator with Wilson's since August 3, 2000. After a battle with cancer, Mukhtar passed away May, 20, 2010.

End Of An Era!

July 2010 saw Wilson's Truck Lines say good luck to two of our company driver friends.

Phil Lambert and Dean Freemantle are part of the corner stone that make Wilson's what it is today. Both men decided to enter retirement after their lengthy tenure with the company.

Phil started with the company in July 1976 and enjoyed running a variety of lanes throughout his years here. Dean came aboard two years later, in July 1978, finishing up running the north week in, week out. Thirty plus years with the same company is testament to dedication and fulfillment almost unheard of in this day and age!

Everyone here at Wilson's wishes them both all the best in the future.

Ottawa Update

Hello, bonjour from the Nation's Capital.

January 2010 was an exciting time for all of us in Ottawa as we moved back into our original facility at 1132 Old Innes road. As the building had previously burnt to the ground we had the opportunity to have the site built to meet our specific needs. Two new offices, ample parking a gated yard and our own 30X90 cross dock with six truck doors.

As most of you already know our small terminal has been in expansion for the last 18 months. It first started in 2009, with us taking on the Food Basics stores in the region and relinquishing the "North". This fall, October 4th, a new but exciting challenge was brought upon us. The addition of fourteen stores across the river, also known as **"La Belle Province"**, has been transferred to the Ottawa distribution centers and has become part of our every day delivery schedule. For the time being, we are limited to produce and dairy, but with great service and dedication to our customer, I am confident that this is only the beginning of our growth.

Please welcome Jeannot Carriere as our new evening shunter, Susan Maring and Francois Campagna as delivery drivers and Gerrit (Garnett, Garth, Garry) Voskamp as evening dispatcher.

Congratulations are in order to Marc Hart and Michelle Seguin who were married June 12th 2010 and to Paramjeet Dhot and his wife Kulwinder Kaur for the birth of their first child, Jasrag was born on June 30th, 2010.

Well that just about wraps it up from Ottawa. We wish you all safe and warm winter as we send you an open invitation to our Stanley Cup parade in the spring of 2011.

GO SENS GO!!!!

The entire Wilson Management & Support Team would like to wish all of you

"GREETINGS OF THE SEASON AND ALL GOOD WISHES FOR THE COMING YEAR"

Guess Who Answers: **A** - Marc Mousseau, **B** - Lorna Love, **C** - Michelle Salmon

Going Bananas

Interesting Facts

Bananas are the world's most popular fruit after tomatoes. In western countries, they could account for 3% of a grocer's total sales. Bananas consistently are the number one compliant of grocery shoppers. Most people complain when bananas are overripe or even freckled. The fact is that spotted bananas are sweeter, with a sugar content of more than 20%, compared with 3% in a green banana.

Did you know?
In Terminator 2 – Judgement Day, Arnold Schwarzenegger received a salary of $15 million; the 700 words he spoke translates to $21,429 per word. "Hasta la vista, baby" thus cost $85,716.

Did you know?
Mel Blanc, who played the voice of Bugs Bunny, was allergic to carrots. Ahh…What's up doc?

Did you know?
The 1967 Russian movie War and Peace had 120,000 extras. The South Korean movie Monster Wang-magwi from the same year featured 157,000 extras. The 1945 German movie Kolberg had 187,000 and the movie with the most extras, the 1982 British movie Gandhi, featured 300,000 extras.

"Are you ready for some football"……

The 2010 NFL season has officially started and the office staff in both Ottawa and Toronto are "ALL IN" to see who can be crowned the official Wilson's Truck Lines Limited football guru !!

So far the competition has been respectful—NOT!! There appears to be no friends when it comes to football. "How 'bout them Cowboys"!!!

May the best man or woman win!!

Winners so far:

Week # 1 Dave Marshall
Week # 2 Dan Blackburn
Week # 3 Steve Casselman
Week # 4 Claude Beland
Week # 5 Steve Sonoski
Week # 6 Terry Andreychuk
Week # 7 Debbie Quinn
Week # 8 Jamie Wilson