



BISON TRANSPORT ANNOUNCES FLEET WIDE SPEED REDUCTION FOR FUEL CONSERVATION

Winnipeg, MB - Thursday May 15, 2008. Bison Transport announced today that it will be reducing its corporate speed limit to 100 km/hr (62 mph) in order to reduce fuel consumption by its large fleet of trucks.

Speed reduction is one part of Bison's Sustainable Transportation strategy and moves in lock-step with its corporate goal of minimizing the amount of Green House Gas emissions released into the atmosphere.

"Safety and sustainability are the cornerstones of who we are", states Don Streuber, President & CEO of Bison Transport. "We have taken many steps in the past to ensure our fleet is running as efficiently as possible and reduce our carbon footprint. We have expanded our Long Combination Vehicle (LCVs) Operation, installed idle reduction devices in all our tractors, purchased fuel efficient components for our equipment and provide industry leading training to our fleet of Drivers. Today's announcement is a continuation of our Sustainable Transportation strategy".

The slowdown of 5 km/hr from their previous corporate speed limit will have a significant impact on the environment. Bison projects that this initiative will reduce its diesel fuel consumption by over 1 million litres of diesel fuel with a resulting reduction in Green House Gas emissions of 2.7 million kilograms.

Bison Transport is a member of Natural Resources Canada's FleetSmart Program and was also the first Canadian Carrier to join The United States Environmental Protection Agency's SmartWay Transportation Partnership.

About Bison Transport

Bison Transport is one of the largest Truckload Carriers in Canada today, offering award winning transportation solutions to the industry for nearly 40 years. As a high-service, dependable and value creating supply chain partner, Bison offers truckload transportation, including Dry Van, Heated, Refrigerated, Intermodal and Logistics services.

With terminals located across Canada, Bison operates over 1050 power units and 3000 trailers and is supported by a solid team of professional drivers and transportation experts.

As a leader in the truckload transportation industry, Bison is well recognized for excellence in customer service, safety, energy efficiency, and business management. Their list of awards includes the following:

- Truckload Carriers Association National Fleet Safety Award - 2005, 2006 & 2007
- Canada's 50 Best Managed Companies Award since 1994, now Platinum Club status
- Meridian IQ/SCL Award for Innovation - 2007
- TCA (Truckload Carriers Association) Shipper's Choice Award 2002- 2007
- National Energy Efficiency Award - 2004
- U.S. EPA SmartWay Environmental Excellence Award

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BISON CARES...because we're people driven!

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