

Victor Levis
5640 Pare Street
Montreal, QC
H4P 2M1



To Whom It May Concern:

Freemark Apparel Brands Inc and Purolator have been partners together for more than 10 years now and our relationship continues to thrive as we help each other achieve common business objectives.

Marielle and the Purolator team offered our team a consultative approach with all our departments to understand FAB's business goals, needs and initiatives. The end result was a customized solution which included various value-based offerings that impacted our organization in other areas aside from just getting our products from point A to point B.

By choosing Purolator as our partner, we can rely on them to serve our needs with courier services as well as doing our distribution from a Purolator Logistics warehouse located to Vancouver.

This helps us to:

- 1) Maintain our fast pace of growth by not having to manage additional warehousing and labor.

Impacts:

- Rapid growth that drives improved profit of approximately 300K\$/year
- Peace of mind for this part of the business so we can focus our time on other projects

- 2) Improve our speed to market by an average of 10 -12 days. As our clothes mostly come from overseas, having the capability to stop our products destined for western stores in Vancouver and having them sorted and orders processed by Purolator, offers us the ability to reach the market faster than we ever could from Montreal.

Impacts:

- FAB calculates that it is adding over \$250,000 annually to the bottom line of its Bench Canada division.

- 3) Purolator Web services integration capabilities helped us to automate our order preparation process.

Impacts:

- Supported one of our largest initiative, e-Commerce
- Allowed us to maintain and grow orders per day

After experiencing a ROI (return on investment) in the six figures per year, I definitely recommend you to try the Purolator approach that consists of understanding the needs and challenges specific to your organization to better help increase the profit margin.

Sincerely,

A handwritten signature in black ink, appearing to read 'Victor Levis', written over a light blue horizontal line.

Victor Levis
Controller and Member of Executive Committee
Freemark Apparel Brands Inc