

**TRANSPLACE SELECTED BY COTT FOR COMPLETE
TRANSPORTATION MANAGEMENT SYSTEM*****Transplace Continues Growth In Food And Beverage Industry, Working To
Realign And Innovate Cott's Supply Chain***

April 4, 2006 (Plano, Texas) - Transplace, Inc., a logistics technology and transportation management services provider, today announced that Cott Corporation (NYSE:COT; TSX:BCB), the world's largest producer of retailer-branded carbonated soft drinks, has selected the company for a complete transportation management system (TMS) in North America.

"Transplace provides an opportunity to improve the efficiency of our entire transportation process," said Jeff Stites, Vice President, Cott North American Supply Chain. "Utilizing the Transplace TMS will help us to improve service levels, achieve better truck utilization, build closer relationships with carriers and customer transportation teams and reduce transportation-related expenses."

Leveraging its established set of logistics management best practices, Transplace will also enact processes that monitor and measure transportation network delivery and performance to provide Cott with the visibility it needs to effectively manage transportation performance. The increasing trend of integrating Web-based transportation platforms, such as Transplace's, allows more shippers to collaborate on transportation planning and execution to achieve an optimal blend of outsourcing and technology.

"Cott is focused on improving its supply chain efficiencies, and Transplace is providing the appropriate blend of technology and management services to help meet those goals," said Tom Sanderson, Transplace's President and Chief Operating Officer. "Particularly, we believe the Transplace solution will provide comprehensive services for all transportation needs and will help Cott achieve superior customer service at the lowest practical cost."

As part of the agreement, Transplace will have transportation management responsibility, including freight payment services, for all Cott prepaid truckload and less-than-truckload shipments and will provide services and technology to arrange loading appointments at the plants for customer pickup shipments. In addition to regular reporting on network performance, Transplace's technology will provide the opportunity to streamline customer service and administrative functions.

About Cott Corporation

Cott Corporation is one of the world's largest retailer brand beverage suppliers whose principal markets are the United States, Canada, the United Kingdom and Mexico. The Company's website is www.cott.com.

About Transplace

Transplace is a third-party logistics (3PL) provider offering manufacturers and retailers the optimal blend of logistics technology and transportation management services. From

complete logistics management outsourcing to intelligent transportation management systems (TMS) to supply chain network planning and design to high-quality brokerage services, Transplace has proven the ability to deliver both rapid return on investment and consistent value to customers. The company is recognized among the elite 3PLs in North America by a customer base that includes many of the largest shippers in the world.

In 2005 Transplace was recognized by *Inbound Logistics* as a Top 10 3PL for the third consecutive year, by *Global Logistics and Supply Chain Strategies* as one of its 100 Great Supply Chain Partners for the second consecutive year and by *Supply & Demand Chain Executive* as a Top 100 provider in supply chain transformation. In 2004 Transplace was recognized by *Logistics Management* as a Top 10 3PL, by BP Solvay Polyethylene North America as “Logistics Provider of the Year” and by Sysco Food Services as “Transportation Provider of the Year.”

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