

For Immediate Release:

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**NEW REPORT SHOWS HOW COURIERS ARE ADJUSTING TO
MAXIMIZE COMPETITIVENESS WITHIN CONTINUING SOFT
MARKET CONDITIONS**

Toronto, July 22, 2010 – The above is one of the major conclusions contained in Breiner & Associates' latest release of their annual Major Canadian Courier Company Service Comparison Report.

This comprehensive and detailed table-format document compares and contrasts the 7 major companies in the overnight or later segment of the industry (that combined make up over 85% of the market in terms of revenue) across approximately 145 different features or characteristics that fall under nineteen major subject groupings. Examples of the groupings include Operational Facilities, Staffing, Core Services, Tracking/Shipment Visibility, Insurance/Liability, Pricing/Billing, Customer Service and Internet Automation.

"We produce this report on an annual basis, and as is always the case, each of the major players continues to make a number of significant changes towards the goal of maximizing their competitiveness and maintaining profitability" said Gary Breiner, President of Breiner & Associates. "Given last years recession and the continuing soft market, addressing these imperatives has never been more important".

The report offers something for everyone. If you're a courier company, the report will provide valuable insights into the major service offerings and policies/procedures of the industry's major players. Providers of logistics services in general will also benefit from the report, as many of the policies and service elements discussed extend (or could be applied) beyond the courier sector alone. Finally, shippers, or users of courier and logistics services can use the report to quickly and easily compare the capabilities of Canada's largest couriers to ensure they are receiving the best value for their courier spend.

The report is available for sale by contacting Breiner & Associates.

About Breiner & Associates

Breiner & Associates is a strategic business advisory and marketing & sales operations services firm that specializes in helping providers and users of transportation and logistics services as well as suppliers to the industry develop and execute winning strategies and action plans to seize opportunities, minimize threats and positively contribute to the achievement of key company goals and objectives. Our full spectrum of capabilities includes market research, strategic planning, marketing services and program development, sales operations services and program development, and strategic project management.

For more information about Breiner & Associates call 905-956-1161 or visit www.breinerassociates.com