

Cott Corporation announces key new step to reduce North American costs with transportation management system

TORONTO, July 12 /PRNewswire-FirstCall/ - Cott Corporation (NYSE:COT; TSX:BCB) announced today that it has completed the transition of its North American transportation management to Transplace, Inc., marking a key step in the Company's cost reduction initiatives.

The transition to Transplace, a leading logistics technology and transportation management services provider, was completed on June 30th. The web-based technology platform implemented to manage Cott's North American transportation process will optimize carrier assignments, reduce empty miles, and improve service levels to customers. The system is expected to reduce Cott's North American transportation-related expenses by 4-6% over the next two years.

"Our partnership with Transplace is a critical first step forward in our cost reduction initiatives and will streamline our transportation costs and improve service to our customers," said Brent Willis, Cott President and CEO. "We continue to examine a number of cost reduction opportunities that will contribute to our goal of long term, sustainable, and improved profitability for Cott."

"The blend of technology and management services that we are providing to Cott will help them achieve superior customer service at the lowest practical cost, while contributing to their total supply chain cost reduction goals," added Tom Sanderson, Transplace's President and Chief Operating Officer.

About Cott Corporation

Cott Corporation is one of the world's largest retailer brand beverage suppliers whose principal markets are North America, 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.

Safe Harbor Statements

This press release contains forward-looking statements reflecting management's current expectations regarding future results of operations, economic performance, financial condition and achievements of the Company. Forward-looking statements, specifically those concerning future performance such as those relating to the success of the Company's measures to support margin improvement, stabilization of the Company's North American business and the Company's views on receipt of final clearance from the U.K. Competition Commission, are subject to certain risks and uncertainties, and actual results may differ materially. These risks and uncertainties are detailed from time to time in the Company's filings with the appropriate securities commissions, and include, without limitation, stability of procurement costs for raw and packaging materials, the Company's ability to restore plant efficiencies and lower logistics costs, adverse weather conditions, competitive activities by national, regional and retailer brand beverage manufacturers, the Company's ability to develop new products that appeal to consumer tastes, the Company's ability to identify acquisition candidates, successfully consummate acquisitions and integrate acquired businesses into its operations, fluctuations in currency versus the U.S. dollar, the uncertainties of litigation and regulatory review, loss of key customers and retailers' continued commitment to their retailer brand beverage programs. The foregoing list of factors is not exhaustive. The Company undertakes no obligation to publicly update or revise any forward-looking statements.

SOURCE Cott Corporation

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