

Your *National* LOGISTICS PARTNER

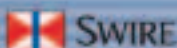
*Florida Distribution
Specialized Import-Export Services*



The logistics network that works for you.



International
Association of
Refrigerated
Warehouses



The Refrigerated
Network & Education
Foundation



Grow With The Flow

United States Cold Storage keeps pace with Florida, the nation's fourth most populous state and a growing international trade center.

There's a big difference between fiction and reality, the Hollywood of California and, say, the Hollywood of Florida.

Take 1989's hit baseball movie, *Field of Dreams*, for example. To attract a baseball legend's ghost, Iowa farmer Ray Kinsella considers turning part of his cornfield into a baseball diamond. And thus there's an odd cause-and-effect scenario with the movie's memorable line, "If you build it, they will come."

Contrast that with a dose of nonfiction. In this case, because so many people already have been moving to Florida — more than 4 million since 1990 — service providers there have had no choice but to build, just to keep up.

One of those is food handler United States Cold Storage (USCS). The Cherry Hill, N.J.-based company operates 29 facilities nationwide and just built its latest — a 4.2 million-cubic-foot warehouse — in Medley, Fla., near Miami. And by the time Medley gets a scheduled Phase Two addition (another 2 million cubic feet) in a few years, officials say they'll be contemplating yet another new facility in the state. When completed, that location could be USCS' fifth in Florida, counting three in Orlando and two in Miami.

Raised in Florida, George Cruz is a 23-year USCS veteran and vice president and area manager for USCS' operations in Florida, Texas and Tennessee.

"Florida is a fascinating market," he says. "As a peninsula, we're obviously not the most idyllic distribution spot. However, because of the market dynamics — South Florida becoming a big player in international imports and exports and Central Florida becoming a

growing vacation spot — the state is very important.

"We entered the Florida market in the 1960s and have expanded our presence in the state in the '70s, '80s and now in 2004. We find the Florida market a vital, constantly growing economy, which we will continue to expand with."

Speaking of growth, the nation's fourth most populous state boasts more than 17 million residents and continues to grow at a pace well above national averages. For example, while the nation's Gross Domestic Product grew by three percent in real terms during the second quarter of 2004, Florida's Gross State Product grew by a real, 4.8-percent clip, according to economic researcher Global Insight Inc. And strong economic output has translated into accelerated job growth. State estimates suggest that Florida added nearly 178,000 new non-farm jobs from June 2003 to June 2004.

Not surprisingly, Florida's growth also is tied to what observers say is an economic recovery "firmly under way" in Latin America. Meanwhile, U.S. Foreign Trade Division data show Florida's merchandise trade — the value of goods passing through Florida's airports and seaports — rose by an annual rate of 11.1 percent to \$19.2 billion during the first quarter of 2004.

"We've seen an increase in imports through our network, particularly in Miami where seafood clients have begun



New Medley, Fla., warehouse marks United States Cold Storage's commitment to serving the import-export market and one of the nation's fastest growing states.

sourcing products from more countries than before," says Bill Pruitt, USCS vice president of international sales. "As food resources continue to expand and companies experiment with new products — either in finished form or even ingredients — we're seeing changes in logistics and procurement patterns."

As a part of England's Swire Group, United States Cold Storage has a distinct global advantage. Swire operates refrigerated warehouses in Australia and Vietnam, for example, and customers can use the company's global transportation resources — a secure, single-source partner — to ship product all the way to Florida.

When product arrives, customers are assured that USCS' experienced import-export personnel are working with shipping and container companies, port authorities and USDA inspection officials. Last but not least, USCS' new Medley location is quite literally designed for quick handling, storage and shipping of import and export goods.

Joe Loffredo, V.P., Manager
USCS Medley

11801 N.W. 102 Road
Medley, Fla. 33178
(305) 691-5391
Fax: (305) 836-9159
jloffredo@uscold.com



- 4.2 million cubic feet
- 25,000 racked pallet positions
- Enclosed refrigerated dock — 18 doors
- USDA import/export inspection services
- Temperatures range from -20°F to +55°F
- FDA, USDC inspection
- U.S. Customs bonded
- TaskMaster WMS with RF bar code scanning
- eUSCOLD online services

“Because of the market dynamics — south Florida becoming a big player in international imports and exports and Central Florida becoming a growing vacation spot — the state is very important.” — George Cruz V.P., Area Manager



More than South Beach

While trendsetters flock to Miami's famed South Beach, businesses target the area's bustling ports in Miami, Fort Lauderdale, the Everglades and Palm Beach.

“Ten years ago there was approximately 10 million cubic feet of cold storage here. Today, it's 30 million cubic feet and still growing,” says USCS Vice President and Miami Manager Joe Loffredo. “And although we're a part of that growth, United States Cold Storage is not a national company with cookie-cutter facilities. Here, we act as a regional player.”

Operations Manager Malaqui Geibel elaborates, “Everything we've done in Miami — and in Medley — is driven by customer needs. When it came to designing Medley, for example, every detail from outer docks to the inside racking configurations was designed for customers' product needs.”

A 31-year company veteran, Loffredo says imports comprise about 70 percent of the business for USCS' 4.3 million-cubic-foot Miami location and its new sister operation in Medley, five miles due west. Loffredo says the two operations now can efficiently service customers according to storage and distribution needs.

USCS' Miami warehouse handles larger bulk and full-pallet loads of meat, vegetables and other products for import and export. Meanwhile, the multi-temp Medley facility is designed for less-than-truckload volumes of fast-moving, order-pick loads. Medley's product mix ranges from barrels of imported frozen juice concentrate and fish to par-baked bread.

Both operations are customs bonded and offer on-site USDA import-export inspection as well as FDA and USDC inspection services. Likewise, both are

equipped with USCS' latest technologies. These include TaskMaster WMS and RF bar code scanning, which enable USCS to efficiently place, track and pick product in the warehouse. Another offering, eUSCOLD, lets customers use the Internet to check inventory status in real time.

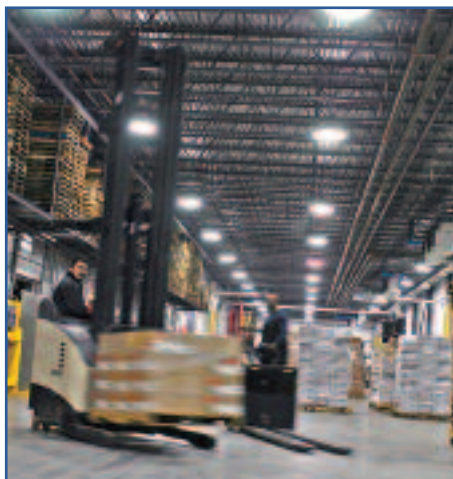
That's one of the many services appreciated by David Poll, president of Charles Lewis & Co. Inc. A division of Slade Gorton & Co., this Hollywood, Fla., importing and trading company offers as many as 450 different seafood items to Southeastern food distributors.

“The most important part of our relationship has been making their computer system available to us,” says Poll. “They put terminals in our office so we can put our own orders through. That way, we can give immediate releases to our customers while we still have them on the phone. We also can put orders through the system while [customers] are closed, which is essential during busy times.”

Making magic in Orlando

As the home to numerous theme parks and thousands of restaurants and hotels, Florida's Orlando market is equally dynamic, says USCS Orlando Manager Althea Duncan. A 23-year company veteran, Duncan oversees three USCS facilities in a 40-mile radius of Orlando. Collectively, the sites control more than 5.1 million cubic feet of cooler and freezer space.

“Orlando is a very highly populated area, and restaurants are busy with a constant, 24-hour buzz of activity,” she says. “However, by having three facilities, it's more comfortable for us because we're able to utilize all of them for different types of customers.”



Joe Loffredo, V.P., Manager
USCS Miami

6983 N.W. 37th Ave.
Miami, Fla. 33147
(305) 691-5391
Fax: (305) 836-9159
jloffredo@uscold.com

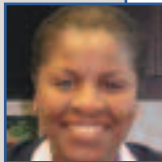
- 4.3 million cubic feet
- Enclosed refrigerated docks
- USDA import/export inspection services
- 11 rail doors served by Florida East Coast Railway
- Refrigerated transport
- Blast freezing
- Seafood breakup/sorting
- TaskMaster WMS with RF bar code scanning
- eUSCOLD online services



USCS import/export facilities and expertise help processors efficiently receive and ship products, no matter the requirements or destination.

Althea Duncan, Manager
USCS Orlando
Main Office

2292 Sand Lake Road
 Orlando, Fla. 32809
 (407) 851-2410
 Fax: (407) 855-2981
aduncan@uscold.com



- 2.6 million cubic feet
- Enclosed refrigerated truck, rail docks
- Served by CSX Railroad
- USDA import/export services
- Custom distribution programs
- PDQ Logistics distribution services
- TaskMaster WMS with RF bar code scanning
- eUSCOLD online services



Serving as a forward warehouse for foodservice distributors and retailers alike, the racked Orlando warehouses handle products as diverse as ice cream and french fries. All three sites offer rail service (with Sand Lake just adding a second siding), case picking and consolidated, less-than-truckload pooling. The company also offers its own local cartage for processors wanting product shipped directly to Miami and elsewhere.

For his part, Jay Miller appreciates USCS' service offerings and flexibility. The director of warehouse operations for Birds Eye Foods, Rochester, N.Y., Miller says he recently selected USCS Orlando to handle a specific customer's request.

"The Orlando location works extremely well due to the supply from our repack location," he says. "They'll handle several of our value-added Birds Eye® products on a normal basis with in-and-out handling and storage. More importantly, they're able to accommodate electronic data interchange (EDI), lot control and pool consolidation needs."

The Orlando facilities also are reliable. Duncan knows as much from this past fall when three of five hurricanes hit Florida. Hurricane Charley, in fact, wreaked havoc on Orlando.

"It was a time when area hotels, in particular, really needed us to help accommodate their guests," she says. "We knew our employees had to go and take care of their own homes but they're so dedicated, they did what they needed to do to keep our customers satisfied."

George Cruz picks up the theme, recognizing that the food industry has a choice of whom to work with in the Florida market.

"After we built our Fort Worth, Texas, plant in 1995, several large competitors also entered the market. Yet our reputation in the industry is built on relationships, and the service levels we provide are the foundation. Competitors haven't slowed us down in Texas, and we're looking to capitalize in Florida as well with that same foundation of customer service." ●

USCS Orlando —
Shader

2540 Shader Road
 Orlando, Fla. 32804
 (407) 297-3717
 Fax: (407) 578-6980

- 1.8 million cubic feet
- Enclosed refrigerated docks — 22 doors
- Served by CSX Railroad
- Cartage service
- USDA import/export services
- TaskMaster WMS with RF bar code scanning
- eUSCOLD online services

USCS Orlando —
Eunice

2901 Eunice Avenue
 Orlando, Fla. 32808
 (407) 295-4842
 Fax: (407) 578-4529

- 0.72 million cubic feet
- Enclosed refrigerated docks — 15 doors
- Served by CSX Railroad
- Cartage service
- Ice cream storage
- USDA import/export services
- TaskMaster WMS with RF bar code scanning
- eUSCOLD online services



UNITED STATES COLD STORAGE, INC.

100 Dobbs Lane, Suite 102
 Cherry Hill, New Jersey 08034-1436
 (856) 354-8181 • FAX (856) 354-8199
 National Sales: (510) 471-1703
www.uscoldstorage.com

eUSCOLD
Online Services



For information regarding import-export services (in Spanish), call George Cruz at (214) 638-0195.