

News Release

For Immediate Release

June 30, 2010

Marine Atlantic launches commercial waitlist

St. John's, NL – Marine Atlantic today announced the early implementation of a waitlist for the commercial trucking industry. The waitlist will be available as of Friday, July 2, 2010. It will provide additional opportunity for smaller and independent operators who have low predictability of when they will need a booking or who are challenged to manage under the reservations system.

“The smaller carriers have been asking for the ability to get on the dock and wait for space to become available, similar to the first-come, first-served system,” said Don Barnes, Vice President of Customer Experience. “We are meeting that need and providing them with the flexibility they need, without forcing those companies that move 80 percent of the goods on and off the island to go back to a more chaotic, inefficient system.”

Once the two hour cut-off time for tractor trailers has been reached, commercial units on the waitlist will be moved to the sailing, as space and time permits. Once the vessel has departed, other units can be added to bring the waitlist back up to ten units.

Other details of the waitlist include:

- It is limited to 10 commercial units with drivers and is not available to drop trailers, units carrying dangerous goods or livestock, or oversized units;
- It will be put in place at the Port aux Basques and North Sydney terminals, allowing up to 10 commercial units to make an open booking at the ticket booth and enter the terminal property to wait for a space to become available on a ferry crossing; and
- Commercial units with confirmed reservations will not be placed on the waitlist.

The waitlist will be managed at the terminal rather than through the reservation system as this best meets the needs of commercial customers with last minute loads who want an opportunity to line-up for the next available space. By operating the waitlist at the terminal, carriers will not be required to wait for a confirmation of a reservation before heading to the terminal, as is required under the reservation system.

“The waitlist is the latest of a number of changes implemented under commercial reservations to address industry concerns with the system,” said Barnes. “We committed to work with our commercial customers on the introduction of commercial reservations

and we will continue to do so. To date, we are receiving positive feedback on the changes that have been made.”

Other changes to commercial reservations in recent weeks include online bookings, later check-in times, and a 24-hour cancellation rule. Since the changes, cancellation rates have considerably improved, from a high of 10 percent for the first three weeks of June, down to 6 percent in the days following the requirement to cancel more than 24 hours before scheduled departure.

The effectiveness of the waitlist will be monitored throughout the summer season to determine whether changes are required.

-30-

Media Contact:

Tara Laing, Communications

Tel: 709-772-8974

Email: tlaing@marine-atlantic.ca