



## **For Immediate Release**

**Subject:** TCP Reliable and Alternatives Technology Pharma to install  
North-American Strategic Alliance for commercialising  
Cold Chain Services and Products

TCP Reliable (Edison,NJ) and Alternatives Technology Pharma (Laval,QC) announce they have signed multi-year commercial agreements for the temperature controlled packaging and cold chain market in North America.

Under this agreement, TCP will be the exclusive reseller and distributor of the ATP's cold chain services and monitoring solutions for the US market. In particular, TCP acquires the rights for commercializing the ATP's computerized solutions ATP-*ThermoProfile*<sup>™</sup>, ATP-*Sentinel*<sup>™</sup>, ATP-*Mirador*<sup>™</sup> and ATP-*DOCOS*<sup>™</sup>, all solutions being specially developed for the pharmaceutical and life sciences industry and fulfilling the regulations of the United States, Canada and Europe.

Under this same agreement, ATP will be the exclusive sales agent of TCP's temperature controlled packaging solutions in Canada. ATP and TCP also agree to install in Laval, Quebec, Canada, a joint-ventured laboratory for all design and testing activities related to temperature controlled and cold chain packaging in Canada.

The pharmaceutical and life sciences market in North America, including pharmaceutical developers, importers, manufacturers, wholesalers, transporters and retailers, will be the primary target of ATP and TCP companies. The pharmaceutical and life sciences industry annually suffers billions of dollars in losses due to cold chain break-ups and product degradation.

Mr. Maurice Barakat, President and CEO of TCP Reliable said, "Our pharmaceutical customers will have easy access to the tools required to help them control their supply chain processes and to implement temperature controlled packaging solutions best suited to their needs."

Mr. Jean Bedard, Vice-president and CEO of ATP said "With TCP as a strategic partner, we are proud to propose to the North American Life Sciences industry a complete and integrated cold chain package going from the cold chain compliance services through environmental conditions monitoring solutions, and up to the cold chain packaging and supplies. Together, ATP and TCP will provide a more complete cold chain expertise to fulfill the needs of the North American Life Sciences industry."

### **For More Information Contact:**

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