

Press Release: Premiere Van Lines Goes Under Cover

Mississauga, Ontario, Aug 14th, 2012 - Premiere Van Lines Inc is proud to announce their upcoming episode on Undercover Boss Canada.

The hit show Undercover Boss Canada from Alliance Films features an executive who is transformed into a frontline worker with a covert disguise and a convincing back story. Working alongside the employees, each 'boss' embarks on an often emotional journey as they struggle to learn new skills not required at their executive level and discover the effects their decisions have on others, the perception of the company and who the unsung heroes of their workforce are.

Since April of this year, Kirsten Flynn, Vice President of Premiere Van Lines Inc has been working with Alliance Films to create an episode surrounding the moving industry. "Premiere Van Lines works very hard to differentiate ourselves in the moving industry and the pride that we have in our reputation. I couldn't pass this opportunity by" says Flynn. The convincing back story was a no-brainer for Flynn who also sits on the Board of Directors of the Canadian Association of Movers (CAM). Selected Premiere branches were sent a convincing letter from Flynn which endorsed a camera crew who was collecting information for CAM to create a documentary showing the difference between good and reputable movers and the fly-by-night internet-based companies. Spending a week on the road, Flynn was subject to a transformation of hair, face and clothing to protect her identity while working with the frontline crews. Having never been on television in this fashion, Flynn says that she needed to put any personal insecurity aside and take a leap of faith.

The airing date will not be known until later today when Premiere Van Lines will be making additional announcements via Twitter, LinkedIn, Facebook and of course, their own website.

For more information about Premiere Van Lines Inc, visit www.premierevanlines.com or contact us at (905) 712.8960.

General emails: enquiries@premierevanlines.com

S. Kirsten Flynn, Vice President

kflynn@premierevanlines.com