

FOR IMMEDIATE RELEASE**Transplace Joins MIT Center for Transportation & Logistics,
Welcomed as Supply Chain Exchange Partner**

Leading third-party logistics services provider joins supply chain community to leverage extensive research and best practices delivering value-add to customers

April 14, 2009 (Dallas, TX) - Transplace, a leading provider of transportation management services and logistics technology solutions, today announced its partnership with the Massachusetts Institute of Technology's Center for Transportation & Logistics (MIT CTL) Supply Chain Exchange. The Supply Chain Exchange is an active community of companies that share a common goal to leverage cutting-edge research and knowledge to achieve competitive advantages related to supply chain.

The Supply Chain Exchange provides networking and educational opportunities within MIT CTL's corporate partner community, which includes industry-leading manufacturers, distributors, retailers, and transportation and logistics service providers. Participating companies openly share information, experiences and opinions in a collaborative and collegial setting to help drive supply chain best practices. Additionally, Transplace will directly benefit from interaction with MIT researchers on current industry issues and privileged access to CTL's symposia series, student recruiting and communications programs.

"The MIT Center for Transportation and Logistics is a highly respected organization that has established itself as one of the foremost authorities on supply chain innovation," said Tom Sanderson, president and CEO of Transplace. "Joining the Supply Chain Exchange provides a great opportunity for Transplace to learn from the industry's thought leaders, collaborate with our peers and further support our commitment to develop strategies that assist our customers with achieving their business goals."

As part of the Engineering Systems Division at MIT, the Center for Transportation and Logistics is widely recognized as an international leader in the field of transportation and logistics. MIT CTL coordinates extensive research on the understanding of transportation system planning, operations and management. The organization has made significant contributions to logistics modeling and supply chain management for shippers; to technology and policy analysis for government; and, to management, planning and operations for motor, railroad, air and ocean carriers.

"Given current macroeconomic conditions and the state of the transportation industry, it is even more critical to develop innovative strategies that drive supply chain efficiency and support corporate goals," said Chris Caplice, Ph.D., executive director for the MIT Center for Transportation and Logistics. "We are confident our partnership with Transplace will provide further insight into how they can affect positive change both internally and within its customers' organizations."

MIT CTL will be taking an active role in Transplace's seventh annual Shipper Symposium, held in the John Q. Hammons Embassy Suites from May 5-7, in Dallas. The agenda and speakers for the 2009 Transplace Shipper Symposium can be found at <http://symposium.transplace.com>.

--more--

About the MIT Center for Transportation & Logistics:

MIT CTL has been a world leader in supply chain management research and education for more than three decades. Combining its cutting-edge research with industry relationships, the Center's corporate outreach program turns innovative research into market-winning commercial applications. And in education, MIT is consistently ranked first among business programs in logistics and supply chain management. For more information, please visit the MIT CTL web site.

<http://ctl.mit.edu/index.pl?id=9149>

About Transplace

Transplace is a non-asset based 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.

In 2008, Transplace was awarded with the *Global Logistics and Supply Chain Strategies* "100 Great Supply Chain Partners" distinction for the fifth consecutive year and by *Supply & Demand Chain Executive* as a "Top 100" provider in supply chain transformation for the fourth consecutive year. In addition, Transplace was recognized by *Inbound Logistics* as a Top 10 3PL for the sixth consecutive year, and was awarded *Logistics Management's* Quest for Quality award for the 3PL category. For more information visit www.transplace.com

Contacts:

Kecia Gray
kecia.gray@transplace.com
214-697-3354

Suzy Watson
sgwatson@outlookmarketingsrv.com
312-873-3423

Priscilla Bennett
bennett1@mit.edu
617.253-4592

#####