

TRANSPLACE

The 3PL & Technology Company

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2009 Shipper Symposium Goes the Distance for Long-Term Success in Challenging Economy by Providing Industry Experience, Insights, Implications

Transplace Hosts Seventh Annual Signature Event in Dallas, Continues Mission of Education, Shared Information from Supply Chain Experts

January 27, 2009 (Dallas, TX) - Transplace, a leading provider of transportation management services and logistics technology, today announced the speakers and topics for its 2009 Shipper Symposium. The annual signature event will take place in Dallas, May 5–7, at the John Q. Hammons Embassy Suites and Frisco Convention Center.

For the past seven years, the annual Shipper Symposium has addressed and provided direction to the most pertinent supply chain challenges from the perspective of industry experts; practitioners, analysts and academics. Based on positive feedback from hundreds of previous attendees, the 2009 Symposium will continue this important mission, focusing on near-term macroeconomic challenges that have affected every business across the globe.

“Companies are on the defense right now, trying to navigate through a very tough economic environment,” said George Abernathy, executive vice president and chief operating officer for Transplace. “The Shipper Symposium theme, which focuses on the market and the economy, are what makes this a „must attend” event for 2009 – not only to survive, but also for knowing how to go the distance as successful professionals who develop best practices and apply them to their business.”

Similar to previous Symposiums, the seventh annual event plays host to key partners, industry analysts and well-regarded academics who are experts in transportation, supply chain and logistics. Research Vice President for Gartner, Dwight Klappich, who will be presenting at this year's Symposium said: "I'm pleased to be participating in Transplace's annual event. The variety of topics to be shared by industry experts and practitioners alike on how to survive and succeed in a down economy will prove to be invaluable to attendees."

Key Highlights of the 2009 Shipper Symposium

The audience of logistics professionals will have a front row seat to participate with the masters, and learn best practices and information needed to prosper in today's market. Leading supply chain and transportation experts representing highly visible companies and organizations will cover an array of topics. Featured speakers include:

- **Governor Bill Graves, president and CEO, American Trucking Associations**
 - “Changes with the New Administration – A View from the Top”
- **Rick D. Blasgen, president & CEO, Council of Supply Chain Management Professionals (CSCMP)**
 - “Surviving in a Tough Economy – CSCMP’s Outlook on Global Supply Chain Management”
- **C. John Langley, Jr., PhD, director of Supply Chain Executive Programs, Georgia Tech**
 - “Global 3PL Study – The Customer’s Perspective”

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Other knowledgeable speakers at the Symposium include: Chris Caplice, PhD, executive director, MIT; Jim Glendon, Supply Chain director, Sunny Delight Beverages Company, Inc.; Ben Cubitt, vice president, logistics and transportation, Rock-Tenn Company; Michael A. Reagan, CEO & chairman of the board, TranzAct Technologies, Inc.; Jason Seidl, director, Dahlman, Rose & Co.; and many more.

Registration and further details regarding the agenda and speakers for the 2009 Transplace Shipper Symposium can be found at <http://symposium.transplace.com>. Early registration ends January 31.

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.

Contacts:

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

Kecia Gray
Kecia.Gray@transplace.com
214-277-1667

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