

FOR IMMEDIATE RELEASE

Transplace 2009 Shipper Symposium Goes the Distance in Dallas

Transportation and Supply Chain Leaders Gather for Sharing of Best Practices, Ideas for Improving Efficiencies, Garnering Success, Planning for the Future in Today's Economy

May 12, 2009 (Dallas, TX) – Kicking off its seventh annual signature event, Transplace welcomed a robust and energetic group of transportation and logistics innovators and practitioners to its Shipper Symposium last week in Dallas. Transplace's education-based event brought together the sharpest logistics minds to present on best practices, share industry insights and expertise and effectively prepare customers to apply new ways of thinking that will "go the distance" for their businesses now as well as in the future.

"The purpose of our annual event is to listen to our customers, anticipate their needs and work closely with them to provide savings that will not only boost the bottom line, but also increase shareholder value to go the distance. This requires navigating the present economy and planning for the future," said George Abernathy, executive vice president and chief operating officer for Transplace. "We're excited about this year's high turnout of attendees and the stellar line-up of top-line presenters that Transplace was able to secure, such as Rick Blasgen and Governor Bill Graves. The Shipper Symposium was an ideal setting for industry experts, customers, analysts and partners to meet face-to-face and discuss pertinent issues that affect us all in the supply chain arena."

Key highlights of the 2009 Shipper Symposium include:

- **The Strong Will Survive** – According to Dr. John Langley Jr., director of Supply Chain Executive programs for Georgia Tech, "It's times like these when companies can uncover best practices from working more closely together." He believes that smart companies will survive and be able to go the distance when the economy rebounds. Other keynote speakers such as Governor Bill Graves, president of the American Trucking Associations and Rick Blasgen, president and CEO of the CSCMP presented on the current transportation outlook;
- **Customer Influence** - Panel discussions including key Transplace customers such as Sunny Delight, Cott Beverage, Chicken of the Sea, Intertape Polymer Group, The Home Depot, and USG Corporation gave attendees the opportunity to learn about real-world transportation challenges and solutions;
- **Transplace Customer Advisory Board** – In its second year, the Transplace Customer Advisory Board met to discuss industry trends and opportunities to create stronger relationships. Made up of 10 customers, the Customer Advisory Board was established by Transplace to create a forum for customers to discuss challenges, best practices and enhance strategic partnerships.
- **Facilitating & Strengthening Partnerships** – Transplace hosted many networking events that provided attendees direct one-on-one discussion with experts and industry peers, and allowed for insightful feedback on areas for future development.

"Transplace is extremely good at soliciting feedback to assist with strategy and planning for their coming year. Their corporate culture of having an open forum fits in perfectly with the Shipper Symposium and the objectives of the Customer Advisory Board. The focus of both is to cover pertinent industry information and network to share best practices," said Ellen Iobst, senior vice president of manufacturing and technology at Sunny Delight Beverages Company and Transplace Customer Advisory Board president. "In its first year, the Board has made great strides."

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Tom Sanderson, Transplace chairman and CEO, added: “As a leading provider of transportation management services and logistics technology solutions, Transplace is dedicated to serving our customer base. Backed by our people, processes and technology, we pride ourselves on building close working relationships with our customers in order to go the distance for overcoming today’s most critical business challenges and we believe our Shipper Symposium is a valuable venue to facilitate just that.”

The 2010 Shipper Symposium will be held May 11-13 in Phoenix at the Renaissance Glendale Hotel. Current and past event information can be found at <http://symposium.transplace.com>

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. To learn more about Transplace, please visit www.transplace.com.

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