

FOR IMMEDIATE RELEASE

George Abernathy Awarded TMCA Marketing Executive of the Year

Transportation Organization Honors Transplace Executive Vice President & Chief Operating Officer for Shipper Symposium, Leadership Recruitment, Customer Advisory Board

June 24, 2009 (Dallas, TX) – Transplace, a leading provider of transportation management services and logistics technology solutions, today announced George Abernathy’s recent award as the 2009 Transportation Marketing Communications Association (TMCA) Marketing Executive of the Year. TMCA chose Abernathy based on his experience and success with various projects in 2008, including Transplace’s annual Shipper Symposium event and the creation of the Customer Advisory Board. Abernathy is Transplace’s executive vice president and chief operating officer, responsible for managing the company’s Sales, Operations and Marketing employees.

The TMCA Recognition Committee accepts nominees each spring and chooses a seasoned transportation logistics professional to receive the award. Votes are based on the experience of the executive, challenges they have encountered and the strategic solution developed and implemented to resolve the situation.

“George Abernathy embodies the type of leader TMCA consistently recognizes through this award,” said Brian Everett, TMCA’s CEO. “He fully understands the strategic value marketing can play in the success of an organization. Specifically, he has led strategic initiatives and event-based marketing to develop meaningful relationships and rapport with his company’s customers. Building relationships, particularly in the transportation industry, is a key to any organization’s success.”

Abernathy joins a circle of distinguished alumni who have demonstrated the highest principles and marketing effectiveness in the industry. The list of recipients can be viewed at http://www.tmcaday.org/AboutTMCA/EOY_recipients.asp

“Marketing is an important part of Transplace, and it is necessary and significant to have a strong company brand that supports our Sales and Operations teams,” said Abernathy. “I am certainly honored to receive the Marketing Executive of the Year award from TMCA. It publicly acknowledges success of the annual Shipper Symposium, the recruitment of our strong leadership across the company and the value from our relationship with the Transplace Customer Advisory Board.”

Abernathy accepted the award at the TMCA Annual Conference in San Diego on June 2. In addition to the top executive award, Transplace was also recognized with an Award of Merit in the 2009 TMCA Compass Awards Program for its marketing initiative during the 2008 Shipper Symposium event.

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For more information about Transplace, please visit www.transplace.com.

About TMCA

The Transportation Marketing & Communications Association provides knowledge, connections, recognition, and solutions to marketing, sales, and communications professionals in all modes and market segments of the transportation and logistics industries. For more information about TMCA, please visit the organization's website at www.tmcatoday.org.

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 2009, Transplace was awarded with the *Global Logistics and Supply Chain Strategies* "100 Great Supply Chain Partners" distinction for the sixth consecutive year and by *Supply & Demand Chain Executive* as a "Top 100" provider in supply chain transformation for the fifth year. *eyefortransport* awarded Transplace in 2009 two 3PL Awards for *Consumer Goods* and *Sustainability*. 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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