

FOR IMMEDIATE RELEASE**Transplace CTO Delivers Keynote at Annual eyefortransport Logistics Technology Forum**

Chief Technology Officer Vincent Biddlecombe Shares Virtual Infrastructure Advantages, Presents Best Practices, Challenges for Software-as-a-Service Model

April 20, 2009 (Dallas, TX) - Transplace, a leading provider of transportation management services and logistics technology solutions, today announced the keynote address of Chief Technology Officer Vincent Biddlecombe at the 11th eyefortransport Logistics Technology Forum. Mr. Biddlecombe opens the conference by presenting “*How Transplace developed a virtual infrastructure – the advantages of a SaaS model.*” He will then join a panel of other noted executives offering advice from the various echelons of logistics.

The presentation at the Forum, held in Chicago April 20 – 21, 2009, covers the process of how Transplace used technology to implement business continuation plans and select vendors for business intelligence tools. Mr. Biddlecombe will share Transplace’s experience in monitoring systems and leveraging internal IT to serve its customers. With more than 90 percent of its servers virtualized, Mr. Biddlecombe has much to share about best practices and issues to consider.

“We converted our computer network to a virtual environment, and now deliver our services via the software-as-a-service (SaaS) model,” said Mr. Biddlecombe. “The virtual infrastructure gives Transplace the ability to achieve its goals at a more reasonable cost versus establishing a new physical infrastructure. At the eyefortransport Logistics Technology Forum, I will explore the experience of converting to virtualization. I’ll offer my insight, discussing the many benefits of SaaS, as well as the challenges along the way.”

Mr. Biddlecombe’s presentation will cover several key benefits including:

- More efficient use of hardware by reducing the number of deployed servers
- Lower software licensing costs
- Improved business continuity capabilities
- Flexibility to create additional server environments on-demand

In 2008, IDG’s *InfoWorld*, the leading integrated media brand for IT decision makers, named Mr. Biddlecombe as one of *InfoWorld*’s Top 25 CTOs. He was selected for his leadership on several IT projects including: converting Transplace’s entire infrastructure to a virtual infrastructure; implementing a new business continuation plan; testing and deploying Business Intelligence tools; and developing a SaaS delivery process whereby customers utilize Transplace software outside of their browsers. Prior to joining Transplace, Mr. Biddlecombe held the positions of vice president of Information Technology at Ruan Transportation and director of System Architecture at US Freightways Corporation. He earned a bachelor’s of commerce in economics and business administration from the University of South Africa.

For more about the eyefortransport Logistics Technology Forum visit <http://events.eyefortransport.com/logisticstechusa/index.shtml>

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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

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