

**TRANSPLACE INTRODUCES MERIT PROGRAM TO RECOGNIZE AND REWARD STRATEGIC CARRIERS**

*Initiative Reinforces Commitment to Build and Retain Strong Relationships with Carrier Community Through Clearly Defined Goals and Objectives*

**December 7, 2006 (Plano, Texas)** – Transplace, the 3PL and technology company, has developed the Transplace Carrier Merit Program to maintain superior service for its shipper customers; identify the best opportunities for capacity utilization with contracted carriers; and enhance its relationship with current carriers in the Transplace network as well as potential carrier partners. In conjunction with today's launch the leading logistics technology and transportation management services (TMS) provider announced it recently recognized 25 transportation providers with a Platinum Seal of Approval.

Strong relationships with the carrier community are a hallmark of Transplace's key offering to customers. Through the company's total logistics management services, shipping customers leverage Transplace systems and technology, combined freight networks and a huge base of carrier partners to achieve competitive advantages in transportation and logistics.

The carrier merit strategy will enhance the overall value that Transplace can provide its customers by systematically managing its carrier base through:

- Clearly communicating roles and responsibilities
- Implementing overall carrier performance evaluations, metrics and 360-degree feedback on all carrier service
- Proactively leveraging an intelligence database of carrier and industry developments, trends, capabilities and financials
- Adhering to strategic sourcing best practices
- Employing carrier programs that reward performance and enforce expectations

The program was designed to place carrier partners in three tiers according to their ability to meet Transplace's goals for collaboration within its dense network of 2.4 million shipments per year. The first tier will receive the most benefits, such as enhanced payment options/processes; an ability to participate in all bid opportunities; the appointment of a central Transplace global liaison and proactive invitations to participate in collaborative business opportunities. Consequently, first tier carriers will be held to the highest performance standards including, demonstrating available capacity and resources; performing highly in on-time deliveries and pick-ups; and completely utilizing Transplace's Freight Allocation Module for network-wide collaboration. Transplace has developed a progression plan for carriers that are already recognized in the merit program, as well as for those that aim for future recognition. This also allows Transplace to set parameters around annual process reviews of active contracted carriers with performance challenges or lower tier status. Other levels of recognition include the Transplace Gold and Bronze Seals of Approval for the Tier 2 and 3 carriers respectively.

"We designed the Carrier Merit Program to provide increased structure to our relationships with current and potential carrier partners," said Kyle Alexander, manager of strategic development at Transplace. "This system allows us to execute continuous process improvements that are in line with our Lean Six Sigma initiatives to increase quality and efficiency company-wide, including our carrier relationships."

In 2006, 25 carriers fulfilled the requirements to reach Platinum status. They were honored at an awards ceremony at Transplace's Lowell, Arkansas facilities on November 29 and 30, 2006. This event included a special presentation ceremony and open discussion with Tom Sanderson, CEO of Transplace.

The carriers that received the Transplace Platinum Seal of Approval are:

AutoZone Private Fleet  
Bison Transport  
C.R. England & Sons, Inc.  
Continental Express  
Covenant Transport  
Dart Transit Co.  
DeBoer Transportation, Inc.  
Heartland Express, Inc.

J.B. Hunt Transport, Inc.  
K.K.W. Trucking  
Knight Transportation, Inc.  
Landair Transport, Inc.  
Landstar Ranger, Inc.  
Millis Transfer, Inc.  
Navajo Express  
Roehl Transport

Schneider National Carriers, Inc.  
Sitton Motor Lines  
Southern Freight, Inc.  
Swift Transportation  
Transplace Dedicated Fleet  
U.S. Xpress, Inc.  
USA Truck, Inc.  
Werner Enterprises

"We are emphatic in our support for Transplace and the strategies it is implementing to encourage collaboration between carriers and shippers," said Pete Carlson, director of sales and marketing at K.K.W. Trucking and recipient of the Platinum Seal of Approval. "That Transplace has developed a program that can rightfully recognize small to mid-sized regional carriers in a sea of much larger transportation companies shows that its emphasis is on quality, productive relationships that benefit the customer."

"This will be a key platform for further collaboration between Transplace, our customers and the carriers," Alexander explained. "It encourages a level of cooperation necessary to find efficiencies and help match shippers' needs with the right carrier solution."

## 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 2006 Transplace was recognized by *Inbound Logistics* as a Top 10 3PL for the fourth consecutive year, by *Global Logistics and Supply Chain Strategies* as one of its 100 Great Supply Chain Partners for the third consecutive year and by *Supply & Demand Chain Executive* as a Top 100 provider in supply chain transformation for the second consecutive year. In 2004 Transplace was recognized by *Logistics Management* as a Top 10 3PL, by BP Solvay Polyethylene North America as "Logistics Provider of the Year" and by Sysco Food Services as "Transportation Provider of the Year."

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