

**For Immediate Release**

**Transplace Recognizes Top Carriers For Yearly Performance Awards**

*Three companies awarded during inaugural Carrier Symposium for best customer service performance, best on-time service, best use of e-business carrier and carrier of the year*

**April 22, 2008 (Dallas, TX)** - Transplace, Inc., a leading provider of transportation management services and logistics technology, announced during its 2008 Carrier Symposium the winners of four key 2007 performance awards. Gathering Monday in Rogers, Ark., carriers of all service profiles came together to discuss industry issues as well as get an update on Transplace's Carrier Merit Program such as the Carrier Merit and Carrier Pay On-Demand programs.

"Transplace brought our carrier partners together for a day to share best practices, continue to improve our business relationships, learn from one another and recognize the top performers," said Kyle Alexander, general manager, strategic development for Transplace. "We are ecstatic with the turnout of our inaugural Carrier Symposium and the feedback we've received from our carriers. We look to next year to be an even bigger event and greater success."

During the Carrier Symposium, Transplace handed out four awards that recognized three carriers. The four awards and respective winners include:

- Transplace Carrier of the Year Award, *Southern Freight, Inc.* – *Dave Collins, vice president of sales*
- Best On-Time Service Award, *Southern Freight, Inc.* – *Bob Fauls, owner and president*
- Best e-Business Carrier Award, *USA Truck - Jay Gasaway, national sales manager*
- Best Customer Service Performance, *Heartland Express - Mark Baker, regional sales manager*

For the 2008 awards, Transplace was much more data-centric in its selection of carriers for these nominations and subsequent awards. Transplace used corporate-wide, quantitative data for each award selection. "Transplace identified its top carriers based on statistical data, qualitative survey feedback and overall performance metrics," added Alexander. "We wanted the awards to be truly reflective of the actual carrier's performance this year." A new process was used to develop the specific nominees for each award category and a formal survey was issued to the Transplace organization where nominees were voted for based on specific qualitative criteria such as performance at the account level, professionalism within the relationship and the ability to assist when Transplace needed capacity for its customer base.

To be eligible for receiving the Carrier of the Year Award, a carrier must have met the following requirements:

- Hauled at least 1,500 loads for Transplace,
- Provided freight services to at least five Transplace accounts,
- Maintained an on-time pick-up and delivery of 95 percent or better,
- Contracted as a truckload carrier,
- Maintained an excellent customer service relationship across all accounts,
- Utilized EDI capabilities extensively, and
- Provided regular feedback and communication to all levels of management.

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*Transplace recognizes top carriers for yearly performance awards, page 2*

A survey was distributed to Transplace internal accounts to vote on the top six carriers that met the above criteria. Winning Transplace Carrier of the Year Awards was Southern Freight, which maintained a stellar 99 percent on-time pickup and 98.8 percent on-time delivery for 2007.

“It is an honor to be recognized by Transplace for two awards this year,” said Bob Fauls, owner and president of Southern Freight. “This is a true testament to our employees that through hard work and dedication, we have achieved the accomplishment of not only winning Transplace’s Best On-Time Service Award, but winning the distinguished Transplace Carrier of the Year Award. We couldn’t be happier, and look to set the bar even higher for next year.”

Transplace hopes to include two additional awards next year – Best New Carrier and Best Private Fleet Carrier Awards – and will continue to look for those carriers that fit the criteria needed in order to be selected for these two awards.

### **Transplace Carrier Merit Program**

The Transplace Carrier Merit Program categorizes carriers into tiers based on strict and demanding performance factors. Transplace has established two primary tiers of alliance carriers and a developmental progression plan for key carriers for targeted business needs and upward movement through the merit program.

The value carriers receive from participation in this program includes access to more than \$800 million in purchased transportation annually, multiple network opportunities to optimize carrier efficiency and prompt payment of invoices. Along with a reduction in the line-haul cost of operations and cost of doing business with Transplace, carriers also have multiple options for electronic load tenders, easier utilization of freight where needed and reduced cost of delivery among other benefits.

“We will continue to enhance the Carrier Merit Program and work with participating carriers for closer collaboration as well as identify ongoing process improvements,” said Alexander. “We are constantly reviewing accounts and looking for areas to grow and develop. It is our utmost goal to find those opportunities for our carriers that will also provide the best service for our customers.”

The Transplace Shipper Symposium is being held at the John Q. Hammons Center from April 22-24 in Rogers, Ark. For more information, please visit <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.

*Transplace recognizes top carriers for yearly performance awards, page 3*

In 2007, Transplace was awarded with the *Global Logistics and Supply Chain Strategies* “100 Great Supply Chain Partners” distinction for the fourth consecutive year and by *Supply & Demand Chain Executive* as a “Top 100” provider in supply chain transformation for the third consecutive year. In 2007, Transplace was recognized by *Inbound Logistics* as a “Top 10 3PL” for the fifth consecutive year, and by *Logistics Management* as the highest ranked “Quest for Quality 3PL.”

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