

# **TRANSPLACE**

*The 3PL & Technology Company*

## **FINAL – FOR IMMEDIATE RELEASE**

### **Chicken of the Sea ® Selects Transplace as Its Third-Party Logistics Services Provider**

*Canned Seafood Leader to Utilize Advanced TMS Solution for  
Improved Transportation Planning and Execution for Domestic Freight*

**December 16, 2008 (Dallas, TX)** – Transplace, a leading provider of comprehensive transportation management solutions and logistics technology, today announced that Chicken of the Sea International, a leader in shelf-stable seafood products, has selected Transplace as its North American lead logistics provider. Transplace will assume responsibility for all domestic transportation management activities for Chicken of the Sea, focusing efforts to improve shipment level visibility, yielding enhanced on-time service performance levels for its customers while aggressively managing all related costs.

With nearly a century of service, Chicken of the Sea is one of the oldest seafood companies in the United States, providing a variety of shelf-stable seafood products, including tuna, salmon, crab, shrimp, oysters, clams, mackerel and sardines. Transplace's dedicated account team will implement the company's industry leading on-demand transportation management system that includes order management, shipment planning, optimization and execution, tracking and visibility, and on-time performance monitoring.

“Transplace brings a field-proven methodology and impressive experience for helping consumer packaged goods companies drive significant operational efficiencies, all the while keenly managing the costs. Having Transplace manage our North American transportation network will continue to ensure our on-time service to our customers,” said Kevin McClain, vice president of supply chain for Chicken of the Sea.

Through a unique combination of technology, Lean Six Sigma-bred processes and applied human capital, along with its vast carrier network, Transplace will work collaboratively with Chicken of the Sea to develop and implement innovative strategies for improving supply chain operations. Added McClain: “As a strategic partner, Transplace is well-positioned to help differentiate Chicken of the Sea from our competitors and work closely with us as the company continues to evolve within the marketplace, where increased efficiencies across our supply chain will directly benefit not only our business, but our service and performance levels to our customers.”

“Transplace continues to accelerate our penetration of the consumer packaged goods industry vertical by providing comprehensive transportation management services to leading companies such as Chicken of the Sea,” said Matthew Menner, senior vice president, sales and alliances for Transplace. “As Transplace expands on its already established solutions offering and transportation best practices, we will provide even greater opportunity for value generation through cost savings and operational efficiencies. We look forward to partnering closely with Chicken of the Sea to develop strategic solutions that meet the company's specific needs now and into the future.”

--more--

*Chicken of the Sea Selects Transplace, page 2*

To learn more about Transplace, please visit [www.transplace.com](http://www.transplace.com).

A seafood category leader, Chicken of the Sea provides a variety of shelf-stable seafood products, including tuna, salmon, crab, shrimp, oysters, clams, mackerel and sardines. The Chicken of the Sea brand and famous Mermaid icon are among the most recognized brands in America.

### **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 third consecutive year. Transplace was also recognized by *Inbound Logistics* as a “Top 10 3PL” for the sixth consecutive year, and is an eyefortransport “The Best 3PL in North America” Consumer Goods category 2008 winner.

### **Contacts:**

Suzy Watson  
[sgwatson@outlookmarketingsrv.com](mailto:sgwatson@outlookmarketingsrv.com)  
312-873-3423

Kecia Gray  
[Kecia.Gray@transplace.com](mailto:Kecia.Gray@transplace.com)  
214-277-1667

####