

**FOR IMMEDIATE RELEASE****Transplace Establishes Customer Advisory Board  
with Key Customers to Enhance Strategic Partnerships**

**June 3, 2008 (Frisco, TX)** – Transplace, a leading provider of transportation management services and logistics technology, held its first Customer Advisory Board meeting with key customers to further elevate strategic relationships. Transplace executives met with eight customers during its annual Shipper Symposium in April to openly discuss industry trends and opportunities to create stronger partnerships.

“With the rise of issues facing the transportation industry, it is important to have amenable communication with business partners. The Customer Advisory Board provides a great way for Transplace to sit down with its customers and discuss how they’re being affected by current issues,” said Craig Boroughf, director of transportation for USG. “This was a great environment for us to meet with Transplace executives and talk strategically about real issues.”

The Customer Advisory Board was established to provide customers with direct access to Transplace executives and engage in forward-looking discussions. With prepared questions by Transplace, Adrian Gonzalez from ARC Advisory Group moderated the meeting allowing customers the opportunity to respond, before then moving to an open forum where customers queried Transplace and each other.

“It was an honor to participate in the first Transplace Customer Advisory Board meeting,” said Ben Cubitt, vice president of logistics and transportation at Rock-Tenn Company. “This was time well spent and an endeavor we will continue to support.”

Transplace formed the Customer Advisory Board after receiving feedback during Executive Customer Surveys that took place earlier this year. The company conducted these surveys to gain insight regarding the value Transplace adds to their customers’ businesses and to gather feedback on how to continually enhance its operations and offerings.

“Transplace is dedicated to customer satisfaction, and establishing the Customer Advisory Board is a way for our executives to directly discuss with our customers how to improve our collaborative relationships and strategic partnerships,” said Tom Sanderson, president and CEO of Transplace. “Listening to our customers’ needs and finding ways to work together to achieve their goals is a key component in the continued growth of Transplace.”

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

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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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