

FOR IMMEDIATE RELEASE**Dole Food Company Awards Transplace with Another Transportation Sourcing Engagement**

Third-Party Logistics Provider Offers Expertise in Consumer Packaged Goods Market

May 06, 2009 (Dallas, TX) – Transplace, a leading provider of transportation management services and logistics technology solutions, today announced that Dole Food Company, Inc. has engaged Transplace to facilitate the strategic transportation sourcing in North America.

Dole Food is the world's largest producer and marketer of high-quality fresh fruit and vegetables, and is a market leader in packaged foods and frozen fruit. Similar to a previous engagement in 2007, Dole will employ Transplace's industry-leading transportation sourcing methodology, powered by Transplace's proprietary technology solutions.

Transplace's engagement model is a systematic approach to developing an optimal transportation strategy followed by implementation through securing annual transportation service contracts and capacity commitments. Using leading-edge optimization methods, Transplace considers all critical business factors, including freight variability, network flows, carrier rates, capacity commitments and historical service performance levels. The end result recommends an optimal strategic transportation assignment of carriers to all of the lanes within the Dole Food Company freight network in North America.

"In addition to the Dole Food Company, Transplace services dozens of leading *Fortune* 1000 companies; and, this latest engagement further establishes us as the transportation-sourcing service provider of choice in the consumer products industry vertical," said Matthew Menner, senior vice president, sales and Alliances of Transplace. "Our relationship with Dole also validates Transplace's services-centric and technology-enabled approach and our continued rise as one of the leading transportation procurement services providers available in the market today."

About Dole Food Company

Dole Food Company, Inc., with 2008 revenues of \$7.6 billion, is the world's largest producer and marketer of high-quality fresh fruit and fresh vegetables. Dole markets a growing line of packaged foods and frozen fruit and is a produce industry leader in nutrition education and research. For more information, please visit www.dolecsr.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.

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. For more information about Transplace, please visit www.transplace.com

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