

For Immediate Release**George Abernathy to Serve As Transplace Chief Operating Officer**

Top 3PL and Technology Company to Reap Benefits of Distinguished Executive to Lead Operations

Aug 12, 2008 (Plano, TX) - Transplace, Inc., a leading provider of transportation management services and logistics technology solutions, today announced the promotion of current executive vice president, George Abernathy, to chief operating officer (COO). Mr. Abernathy is an accomplished logistics and supply chain management executive, who was previously serving as chief marketing officer for Transplace. This move allows Transplace to utilize Mr. Abernathy's talents as an outstanding leader and demonstrates the continuity among the company's leadership team.

Mr. Abernathy has more than 20 years of industry experience at both traditional and technology-based, transportation-focused providers. Before joining Transplace in 2004, he held the positions of senior vice president at NTE and Clicklogistics, and vice president of sales and marketing at Logistics.com. At Transplace, Mr. Abernathy has driven a recent re-branding effort and led the sales team in a growth of new sales by 20 percent over the last two years. In his new role as COO, Mr. Abernathy will lead a dedicated operations team focused on continuing to achieve highly sustainable performance metrics for customers now and over the long-term.

"Mr. Abernathy's background and knowledge about both the marketing and operational elements of our business are a great match for us as we continue to drive sustainable growth," said Tom Sanderson, president and CEO of Transplace. "In our highly competitive marketplace, he will guide Transplace's efforts as we seek to maintain our competitive edge in this constantly evolving global economy."

Transplace customer, Rock-Tenn, one of North America's leading manufacturers of paperboard, containerboard, packaging and merchandising displays, commented: "With George at the helm running operations, we know we are in the most capable hands and look forward to working with him on this level," said Ben Cubitt, vice president of supply chain for Rock-Tenn. "His professionalism, experience and knowledge of the transportation market allow him to take over this position seamlessly at Transplace."

Added Sanderson: "Mr. Abernathy has proven himself as a natural leader and done an exceptional job as our CMO. We're excited to see his expertise at work as he guides our operations team through continued growth and expansion. Mr. Abernathy has what it takes to help take Transplace to the next level."

To learn more about Transplace, please visit 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 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. In 2008, Transplace was recognized by *Inbound Logistics* as a “Top 10 3PL” for the sixth consecutive year, and in 2007 by *Logistics Management* as the highest ranked “Quest for Quality 3PL.”

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