



FOR IMMEDIATE RELEASE

**I.O. METRO ACCELERATING GROWTH WITH TRANSPLACE
TRANSPORTATION SOLUTIONS**

Experienced logistics provider is delivering complete visibility and improved customer service to growing furniture retailer

Sept. 25, 2007 (Plano, TX) - Transplace, Inc., a leading provider of logistics technology and transportation management services, today announced that I.O. Metro, the specialty lifestyle home furnishing retailer, has selected Transplace to provide all of the company's inbound international and domestic logistics. With implementation well underway, Transplace is already handling I.O. Metro's import orders for international shipments and domestic inbound transportation to the Bentonville, Ark distribution center and to stores.

I.O. Metro is a growing specialty furniture retailer that just opened its seventh store in Memphis, Tenn. and has plans to add four stores a year over the next five years. Importing furniture from 14 countries, I.O. Metro needed a logistics partner that could manage domestic and international shipments, efficiently track inventory and provide complete visibility from order creation to final delivery. Given Transplace's distinguished experience in domestic logistics, a suite of personalized international logistics services and dedication to their Customer Service Integrity program, it was a natural fit for I.O. Metro's needs.

"We're a growing company that moves quickly, so we needed a transportation provider that would be here for us as a strategic partner -- someone that would jump right in to provide us with better visibility into our supply chain and, more importantly, grow right alongside us," said Jay Howard, CEO of I.O. Metro. "Not only was Transplace able to come in and help us from day one, but the implementation was completely seamless. Now, we can focus more of our efforts on selling and align better with our core business objectives and goals."

Transplace international logistics capabilities provide customers with complete visibility of their supply chains, and through the company's Customer Service Integrity program customers can rest assured that the highest level of service is intact with every shipment for every customer and that the flow of goods is moving around the world efficiently.

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“Our responsibility is to be their logistics department and provide an extreme level of service that gives them peace of mind,” said Kevin Higgins, vice president of International Logistics for Transplace. “We have been impressed with I.O. Metro – the company and its vision – from the very beginning. As I.O. Metro continues to grow, not only will we be in lock step to handle all their logistics and serve as a natural extension of their company, but we will be constantly looking at their programs to uncover even more ways we can help them effectively manage their inventory and ensure the right product is in the right place at the right time.”

For more information about Transplace domestic and international logistics, please visit www.transplace.com

About I.O. Metro

I.O. Metro is a specialty lifestyle home furnishing retailer that sells eclectic import furniture and accessories in retail stores in the Midwest. Often defined by the press as “not your typical furniture store”, I.O. Metro has few direct competitors. Through its innovative in-house product development team and network of sourcing options in 14 countries, I.O. Metro is able to differentiate itself from monotonous furniture choices so common in the furniture industry. I.O. Metro’s incomparable speed, ability to fulfill consumer’s needs, and outrageously low prices enable the company to capture all levels of residential and commercial furniture consumers. From the entry-level homeowner to corporate America, I.O. Metro appeals to a wide range of buyers.

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 added its international capabilities in 2006 and is now serving customers around the world with their suite of services.

In 2007 Transplace has been 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 2006, Transplace was recognized by *Inbound Logistics* as a Top 10 3PL for the fourth consecutive year, and by *Logistics Management* as the highest ranked Quest for Quality 3PL.

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