

FOR IMMEDIATE RELEASE**TRANSPLACE CMO RECOGNIZED BY TOP INDUSTRY PUBLICATION*****George Abernathy Awarded for Progressive Communications Strategy in Improving Supply Chain Industry Efficiency***

March 12, 2007 (Plano, Texas) – Transplace, Inc., the logistics technology and transportation management services provider, today announced that George Abernathy, Executive Vice President and Chief Marketing Officer (CMO), has been selected by *Supply & Demand Chain Executive* magazine as one of its elite group of "Pros to Know." As an industry thought leader with extensive knowledge of marketing within and to the supply chain industry, Mr. Abernathy is acknowledged for this achievement in the February/March issue of *Supply & Demand Chain Executive*.

This year *Supply & Demand Chain Executive* is recognizing 22 Practitioner Pros to Know. The Practitioner Pros to Know is a listing of exceptional corporate executives at manufacturing and non-manufacturing enterprises who are driving the transformation initiatives and achieving the bottom-line successes that are helping Supply Chain earn recognition as a true strategic partner to the business. One of the key focus areas was to select practitioners that have taken their organizations to a higher, more strategic level within the enterprise.

"We feel privileged to work with and excel from the industry knowledge, passion and leadership that Mr. Abernathy brings to Transplace," said Tom Sanderson, president and Chief Executive Officer of Transplace. "Currently one focus area is advancing Transplace's new on-demand transportation management system that will deliver collaborative value and visibility to our services and technology customers which is superior to our competition." Sanderson also described Abernathy's sales success at Transplace, "We continue to enjoy double digit growth year over year, and have a sales process, team and pipeline that insures this type of increase continuing into the future."

In 2006, Mr. Abernathy led a corporate re-branding effort that has delivered significant results in improvement in brand identification and name recognition. Prior to joining Transplace, Mr. Abernathy held the positions of senior vice president at NTE and Clicklogistics, and vice president of sales and marketing at Logistics.com. Mr. Abernathy also had senior management positions at The Sabre Group, North American Van Lines, J.B. Hunt Transport and LinkMark International.

Mr. Abernathy is a frequently requested speaker and commentator at transportation and logistics events, such as CSCMP, SMC3, NASSTRAC, and the Shipper Symposium & User Forum, and is a past member of the Board of Directors of TMCA. He received his B.A. in History from Assumption College in Worcester, MA.

For the complete listing of *Supply & Demand Chain Executive's* 2006 "Pros to Know" and accompanying editorial, please see the February/March issue of the publication in print or online at www.sdexec.com.

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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 2006 Transplace was recognized by *Inbound Logistics* as a Top 10 3PL for the fourth consecutive year, by *Global Logistics and Supply Chain Strategies* as one of its 100 Great Supply Chain Partners for the third consecutive year and by *Supply & Demand Chain Executive* as a Top 100 provider in supply chain transformation for the second consecutive year. In 2004 Transplace was recognized by *Logistics Management* as a Top 10 3PL, by BP Solvay Polyethylene North America as “Logistics Provider of the Year” and by Sysco Food Services as “Transportation Provider of the Year.”

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