

## **Rock-Tenn Company Selects Transplace for Complete Transportation Management System**

### ***Provider of Paperboard and Packaging Solutions will Employ Transplace's Advanced TMS Solution to Manage and Optimize Transportation Process***

**April 19, 2007 (Plano, Texas)** - Transplace, Inc., a leading provider of logistics technology and transportation management services, today announced that Rock-Tenn Company, a leading manufacturer of packaging products, merchandising displays and paperboard, has selected the 3PL (third-party logistics) and technology company to provide its complete transportation management system (TMS). Rock-Tenn believes that implementing Transplace's TMS solution is a critical tool to achieving its process improvement and cost savings goals associated with optimizing its transportation methodologies.

Rock-Tenn has historically managed its transportation and freight services at the site level. In 2006, Rock-Tenn's transportation assessment team identified potential transportation savings and optimization opportunities spread among rail, TL, LTL, parcel and import/export modes and formed a central transportation group to capture these opportunities. Transplace is helping the company capture these opportunities by enabling improvement in transportation planning, administration, execution and management.

"Transplace's hosted solution provides us with the visibility we need to manage transportation costs and efficiently track shipments and oversee supply chain events. Its centralized load control center, shipment planning and post shipment management capabilities are key benefits to Rock-Tenn," said Ben Cubitt, vice president logistics & transportation.

Larry Shutzberg, vice president and chief information officer (CIO) of Rock-Tenn explained, "with Transplace's on-demand TMS, we are identifying, developing and implementing relationships that are more strategic and more efficient to our company's operational goals."

Executives from Rock-Tenn conducted a thorough selection process to find the best-in-class web-native TMS application and met with several providers before choosing Transplace over another leading logistics company.

"We are committed to achieving our goals and creating a truly exceptional transportation management program at Rock-Tenn, and we think Transplace is the right partner to help us exceed these goals," Cubitt added. "After reviewing all the Tier 1, hosted and 3PL vendors in the marketplace, Transplace was clearly a fit with its outstanding optimization / execution technology, deep and satisfied load control center customer base, confidence in its market vision and strong management team. The opportunity to join Transplace's community of shippers and benefit from collaborative optimization opportunities and exchange of best practices across this great group of companies, many of which are major Rock-Tenn customers, vendors and carriers, is an exciting one."

Rock-Tenn executives also cited a strong cultural fit with Transplace, from its focus on solid daily execution to a shared commitment to the Lean Six Sigma process as a critical driver of continuous improvement, as key factors in the decision.

“We’re glad to see this leading manufacturer realize the benefits involved in our TMS solution,” said Tom Sanderson, Transplace’s president and chief executive officer. “The expected savings are clearly exceptional from a financial standpoint and we are excited to help them implement optimization initiatives and close the gaps with industry best practices, which will enhance their overall transportation management needs.”

The addition of Rock-Tenn to Transplace’s shipper customer portfolio strengthens its expertise in the manufacturing and paper products verticals. The company already claims Glatfelter and Weyerhaeuser as customers.

### **About Rock-Tenn**

Rock-Tenn Company provides a wide range of marketing and packaging solutions to consumer products companies at low costs, with annual net sales of approximately \$2.1 billion and operating locations in the United States, Canada, Mexico, Argentina and Chile. The Company is one of North America's leading manufacturers of packaging products, merchandising displays and bleached and recycled paperboard.

Statements herein regarding, among others, Rock-Tenn’s expected savings from the implementation of Transplace’s TMS constitute forward-looking statements within the meaning of the federal securities laws. Such statements are subject to certain risks and uncertainties that could cause actual results to differ materially from those contained in any forward-looking statement. With respect to these statements, Rock-Tenn has made assumptions regarding, among other things, the ability of Rock-Tenn to optimize its transportation costs. The forward-looking statements are subject to certain risks including, among others, that the foregoing assumptions will prove to be inaccurate. Management believes its estimates are reasonable; however, undue reliance should not be placed on such estimates, which are based on current expectations. The information contained herein speaks as of the date hereof and Rock-Tenn does not undertake any obligation to update such information as future events unfold.

### **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.”

**TRANSPLACE**

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