

**FOR IMMEDIATE RELEASE****GLOBAL SHIPPING COMMUNITY ADDRESSES SUPPLY CHAIN CONCERNS AND  
ADVANCEMENTS AT A TRANSPLACE SIGNATURE EVENT**

*Shipper Symposium & User Forum Reinforces Company's Logistics and Technology Leadership*

**May 14, 2007 (Plano, Texas)** - Transplace, Inc., a logistics technology and transportation management services provider, today announces the success and output of the fifth annual Shipper Symposium & User Forum, where distinguished speakers provided real-world solutions to challenges in security, international logistics, global operations and how to improve the supply chain environment.

Kicking off the event, Tom Sanderson, Transplace president & CEO addressed the state of the industry. Keeping complications such as driver shortages, highway congestion and a fluctuating capacity marketplace top-of-mind, Sanderson reviewed options available for shippers to re-examine their supply chain network design to gain the most traction from their transportation strategies. He also summarized major developments in supply chain technology that offer opportunities for cost savings and increased efficiency across a global supply chain.

“As a first time participant, I must say I was impressed with the agenda, which blended high level industry topics in with insightful operational sessions and also the list of attendees,” states Joe Tocci, vice president of Supply Chain at Intertape. “As we continue to push for more opportunities to remove costs from our respective Supply Chains, having direct access to customers at the event and having Transplace to act as a liaison will become very valuable.”

Driven by a line-up of noteworthy speakers, international logistics and security were pervasive discussion topics at this year's Shipper Symposium. Asa Hutchinson, CEO of The Hutchison Group and former under secretary for Border and Transportation Security for the Department of Homeland Security evaluated measures that enhance global supply chain capabilities, reduce vulnerabilities and increase security; while Pat Byrne, global managing partner of the Supply Chain Service Line at Accenture, addressed the distinct needs of international transportation practices.

Transplace International, launched in 2006, has helped many shippers implement secure and efficient processes for all international shipments. Mike Elliott, director of distribution & logistics at Huhtamaki fully endorsed Transplace's international capabilities and accomplishments: “Transplace has been a good partner with Huhtamaki Americas, offering us creative domestic & international solutions.” Elliot continued by explaining, “This year's Shipper Symposium was a great educational forum to further understand Transplace's service offerings and critical industry information related to safety, security, market trends and global supply chain management challenges and solutions.”

Throughout the event, Transplace shared updates about its on-demand transportation management system (TMS), a model supported in a keynote from Beth Enslow, senior vice president of enterprise research at Aberdeen Group, as well as in a presentation from Microsoft, which recently announced that it has selected Transplace for its North American logistics services.

One of the preeminent sponsors of this year's Shipper Symposium & User Forum, Microsoft decided upon Transplace after a long, rigorous request for proposal (RFP) process. When

explaining why Transplace prevailed in the search, Steve Belliveau, a vendor account manager at Microsoft, cited the company's technology advancements as a driving force. "Transplace is a technology company that specializes in transportation management," Belliveau said. "Transplace's differentiators are its continuous improvement in systems and customer operations providing 'expected' year over year added value to a company such as Microsoft."

"The tradition of assembling the industry's foremost thought leaders to address critical developments in logistics and transportation is what makes the Shipper Symposium & User Forum a must-attend event," stated George Abernathy, EVP & chief marketing officer at Transplace. "We are proud that in addressing real-world complications and successes in the market, we continue to provide to attendees a clear picture of what the future will bring for forward thinking and acting shippers."

Nearly 300 people attended this year's event. In addition to the educational sessions, the event featured charitable auctions that raised significant funds for St. Jude Children's Research Hospital. To make the content available for those who could not attend the event, Transplace captured this year's Shipper Symposium & User Forum in high-definition video, which will be available at <http://symposium.transplace.com/2007/event.php>. The sixth annual Shipper Symposium & User Forum will take place in Lowell, Arkansas from April 22<sup>nd</sup> -26<sup>th</sup>, 2008. For questions regarding the 2008 event, please visit [http://symposium.transplace.com/future\\_events.php](http://symposium.transplace.com/future_events.php).

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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, by *Supply & Demand Chain Executive* as a Top 100 provider in supply chain transformation for the second consecutive year and by *Logistics Management* as the highest ranked Quest for Quality 3PL.

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