



**FOR IMMEDIATE RELEASE**

## **TRANSPLACE ANNOUNCES THIRD ANNUAL SHIPPER SYMPOSIUM**

### ***Two-Day Forum Connects Transportation and Logistics Professionals with Thought Leaders to Examine Industry Trends and Solutions Surrounding Efficiency, Capacity and Cost Savings***

**April 26, 2005 (Plano, Texas)** – Transplace, Inc., a logistics technology and transportation management services provider, today announced that its 2005 Shipper Symposium – The Network Effect will be held at the Westin Stonebriar Resort in Frisco, Texas, on May 11 and May 12. The third annual Shipper Symposium continues to provide a platform for industry leaders to present and discuss real-world issues affecting the transportation and logistics industry.

Leaders from best-in-class organizations will have an opportunity to share information with shippers, carriers, industry analysts and other transportation and logistics professionals about solutions that increase efficiencies, find capacity and deliver cost savings. Hundreds of attendees and participants will engage in authoritative and thought provoking keynote speeches, panel discussions and case study presentations that break down and address the real challenges of transportation and logistics, as well as future industry challenges.

One shipper executive slated to participate in the event is Larry Ahlers, vice president of transportation for Unisource, the leading independent marketer and distributor of commercial printing and business imaging papers, packaging systems and facility supplies and equipment in North America. He will explore the inbound challenges of supplier and vendor relationships and control issues, while Jim Glendon, director of transportation for Sunny Delight Beverages Co., will lead a discussion on efficient and well-defined start-up practices.

“I was drawn to the Shipper Symposium because it provides a unique opportunity to examine a range of industry issues allowing thought leaders and professionals to share what they know, what they’ve experienced,” said Ahlers. “For that reason, I am honored to be a part of the line-up.”

Panel discussions with shippers, carriers and other thought leaders will examine cross shipper collaboration, as well as delving into how 2004 changed capacity issues within the shipper/carrier relationship. In addition, Transplace executives will provide an industry update, examine the logistics and technology trends projected in three and five years, and review the current third-party logistics (3PL) technology offerings.

“The Shipper Symposium is a perfect opportunity to work side-by-side with our peers to develop additional strategies and share ideas that will improve the bottom line,” said Jun-Sheng Li, Ph. D., Transplace’s chairman and chief executive officer. “We view this event as a true partnership between industry professionals and thought leaders working together to solve business issues and achieve unparalleled success.”

**About Transplace**

Transplace is a 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 2004, Transplace was recognized by both Inbound Logistics magazine and Logistics Management magazine as a Top 10 3PL, and by Global Logistics and Supply Chain Strategies magazine as one of its 100 Great Supply Chain Partners. Transplace was also recognized in 2004 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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