

**For Immediate Release**

**Transplace 2008 Shipper Symposium Brings Transportation and Logistics Leaders Together and Boosts Northwest Arkansas Economy**

*Signature event to feature NASCAR legend Kyle Petty as keynote speaker*

**April 21, 2008 (Dallas, TX)** - Transplace, Inc., a leading provider of transportation management services and logistics technology, is holding its annual Shipper Symposium event this week in Rogers, Ark. Kicking off the event Tuesday morning is keynote speaker and legendary NASCAR driver, Kyle Petty. Petty will focus his discussion on his journey through life as a businessman, philanthropist and one of NASCAR's most respected drivers.

Northwest Arkansas is a popular destination for business events. According to Senior Vice President of Rogers-Lowell Area Chamber of Commerce, Bethany Stephens: "The Shipper Symposium attracts the cream of the crop from the transportation and logistics industry. Transportation and logistics is one of the top 10 areas for growth for the state overall, and with Transplace bringing its annual event to our area it not only positively impacts the local economy, but it also provides us with a great opportunity to learn and grow alongside these industry leaders. The Northwest Arkansas area is in the unique position to expand as this industry propagates."

The Shipper Symposium was previously held for five years near the Transplace headquarters in Dallas, and leaders attend from a range of industries that include manufacturing, retail, consumer packaged goods and grocery. In addition, transportation providers, academics, partners, analysts and consultants participate in the annual Transplace event.

"With a large operations center in Northwest Arkansas, we recognize the transportation and logistics opportunities that the retail, CPG and vendor community provide here. We took the opportunity to host our annual Shipper Symposium here to bring shippers of all sizes and types together to address common issues and view our customers' solutions," said George Abernathy, executive vice president and chief marketing officer for Transplace. "We have a superb line-up of speakers that include shippers, carriers, analysts, government leaders and academics who will present on industry issues such as evolving mode offerings, sustainability and other pertinent topics."

Added Stephens, "Northwest Arkansas is an emerging destination, and with Transplace hosting its annual event here and bringing people to the area that might not have been before, it's a unique business opportunity that gives us great exposure of our community, and also great exposure to cutting-edge industry leaders."

Stephens will also speak at the Shipper Symposium on Tuesday during lunch. Her "Welcome to Rogers, Northwest Arkansas 101" will begin at 12:15 p.m., and she will provide an overview on the Northwest Arkansas community as well as the Chamber of Commerce and information regarding what attendees can find to do while visiting.

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Kyle Petty's, "What a Ride: Life, Family, Community and the Race Track," will begin Tuesday morning at 7:50 a.m. and focusing on how skill, preparation and handling the unexpected while consistently striving for excellence, strong teamwork and commitment and helping the community, have made three generations of the Petty family successful.

The Transplace Shipper Symposium is being held at the John Q. Hammons Center from April 22-24 in Rogers. For more information, please visit <http://symposium.transplace.com>.

### **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 2007, Transplace was 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 2007, Transplace was recognized by *Inbound Logistics* as a "Top 10 3PL" for the fifth consecutive year, and by *Logistics Management* as the highest ranked "Quest for Quality 3PL."

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