



**FOR IMMEDIATE RELEASE**

**SUNNY DELIGHT CHOOSES TRANSPLACE FOR COMPLETE LOGISTICS  
MANAGEMENT OUTSOURCING**

***Transplace Broadens Footprint in Food & Beverage Market As Logistics  
Outsourcing Industry Trend Grows***

**November 1, 2004 (Plano, Texas)** - Transplace, Inc., a logistics technology and transportation management services provider, today announced that the Sunny Delight Beverages Company has selected the company for complete logistics management outsourcing in the United States. Under the relationship's scope, Transplace will manage and optimize all shipments from Sunny Delight plants to retail locations and mass merchandisers nationwide, and will contract and manage a core group of refrigerated carriers. The engagement highlights Transplace's leadership in refrigerated transportation and its significant presence within the food & beverage market.

"We are focused on growing our Sunny Delight brand," said Ellen Lobst, senior vice president, manufacturing and technology. "Transplace can help us do that by improving supply chain operations. Not only will Transplace help us reach immediate cost savings and customer service-related goals, but the company has the resources and expertise to help us manage the anticipated growth phase efficiently and cost effectively."

As part of the agreement, Transplace will have transportation management responsibility, including freight payment services, for all Sunny Delight prepaid truckload and less-than-truckload shipments and will provide services and technology to arrange loading appointments at the plants for customer pickup shipments.

"We're currently working to transition Sunny Delight's supply chain operations from P&G into our network and expect to be fully operational in an outsourced capacity by early Q1 2005," said Tom Sanderson, Transplace's president and chief operating officer. "Working closely with carriers, we will optimize Sunny Delight's entire transportation network, producing cost savings, business process efficiencies and continuous value that builds year over year."

Leveraging its established set of logistics management best practices, Transplace will also be responsible for enacting processes which monitor and measure transportation network delivery and performance and communicating appropriate metrics and resulting visibility to Sunny Delight management.

**About Sunny Delight**

The Sunny Delight Beverages Co. is a leading producer of juice based drink brands. The company has annual sales in excess of \$550 million, does business in eight countries across North America and Europe and markets two leading brands of juice drinks: SunnyD and Punica. The company was purchased from P&G by J.W. Childs Associates, a Boston-based private equity firm, and the company's management. Its worldwide headquarters are in Cincinnati.



### **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, the company has proven its 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 has been recognized by both *Inbound Logistics* magazine and *Logistics Management* magazine as a Top 10 3PL, and by *Global Logistics & Supply Chain Strategies* magazine as one of its 100 Great Supply Chain Partners. Transplace also was 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.”

#### Contact:

Chaney Credeur  
Transplace  
chaney.credeur@transplace.com  
972-731-4673

Casy Jones  
Ruder Finn  
jonesc@ruderfinn.com  
312-329-3976