

For Immediate Release**Sustainability in Transportation Industry Key Focus for
2008 Shipper Symposium in Northwest Arkansas*****Transplace Sixth Annual Signature Event Presents Voice of the Customer Covering
Best Practices, Leadership Solutions, and Green Supply Chain Solutions***

Nov. 13, 2007 (Plano, TX and Lowell, AR) - Transplace, Inc., a leading provider of transportation management services and logistics technology, will focus its 2008 Shipper Symposium on sustainability in the transportation industry, and has moved the sixth annual signature event to Northwest Arkansas. The Shipper Symposium will be held in the John Q. Hammons Center from April 22-24 in Rogers, Ark.

Previously held in Frisco, Texas, the Shipper Symposium attracts leaders across an array of industries including: manufacturing, retail, consumer packaged goods and grocery. Also represented at the Transplace event are transportation providers, partners, analysts, academics and consultants.

“With many of our customers and partners based in the area, it makes good sense for us to hold the annual Shipper Symposium here in Northwest Arkansas,” said George Abernathy, executive vice president and chief marketing officer for Transplace. “Additionally, aligning the event with global leaders and academics focused on sustainability initiatives was a key factor in moving the event to Rogers.”

Keynote speaker, legendary NASCAR driver Kyle Petty, will discuss 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.

Additional Conference Highlights

Attendees at the 2008 Shipper Symposium will learn from leading transportation experts representing multiple industries and disciplines.

- Speaking at the event will be representatives from leading companies, universities, consulting firms and industry organizations including: Wal-Mart, Colgate-Palmolive, Pep Boys, REI, Rock-Tenn, Auburn University, MIT, USG Corporation, BNSF Railway, Conway Freight, Bison Transport, Hub Group, TSI, ARC Advisory Group, Awake Consulting, World Shipping Council, SmartWay and AlixPartners.
- The 2008 Shipper Symposium agenda features more than 15 sessions spanning sustainability, transportation best practices and leadership solutions. Case studies and breakout sessions will be presented by leading companies using Transplace solutions. Industry leaders, analysts, academics or Transplace solution experts will host sessions that show customers how to enhance operational performance, “green” their supply chain, improve infrastructure issues and much more.
- Research findings from the Applied Sustainability Center from the University of Arkansas will be presented to companies wanting to learn how to reduce their carbon footprint.

Registration for the 2008 Transplace Shipper Symposium can be found at <http://symposium.transplace.com> Registration fees are discounted until December 31.

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.”

Contacts:

Suzy Watson
sgwatson@outlookmarketingsrv.com
312-873-3423

####