

TRANSPLACE RECOGNIZED FOR INNOVATIVE AND STRATEGIC MARKETING***The 3PL & Technology Company Wins Multiple Awards at the 2007 Compass Awards***

June 11, 2007 (Plano, Texas) - Transplace, Inc., a leading provider of logistics technology and transportation management services, today announced that it has been recognized for excellence in media relations and communications collateral at The Transportation Marketing & Communications Association (TMCA) 2007 Compass Awards.

With a long history of serving “industries that move freight and people,” TMCA is the premiere association for marketing and communications professionals in all market segments of North American transportation. The Compass Awards program recognizes organizations that have created innovative, results-oriented marketing and communications programs that support the transportation and logistics industries. Transplace was honored among an esteemed group of companies for excellence in communicating their offerings at a formal gala on June 5 in St. Petersburg, Fla.

“When we set out nearly two years ago to re-brand our company and begin positioning our executives more aggressively, we knew that we’d want to share our key learnings and best practices with industry peers,” said George Abernathy, executive vice president and chief marketing officer of Transplace. “That elements from our marketing efforts were recognized by industry leaders and experts reinforces the pride we have in our work.”

To select the 2007 award recipients, 19 judging teams across North America evaluated a record-breaking 276 entries from more than 80 transportation-based companies. Working in conjunction with its public relations firm Ruder Finn, Transplace won awards in two categories, showcasing the company’s marketing team’s innovative communications strategies:

- Transplace received an Award of Excellence in the Communications Collateral category for its compelling and entertaining method of communicating its branding efforts to employees. Illustrating strategic thinking, Transplace, along with its PR firm, created a series of posters to acquaint nearly 600 employees with the company’s new brand image. As a result of the humorous posters, whose messages were supported in regular “Fireside Chats” with company executives, the employees unanimously accepted the branding efforts and company morale continued to surge.
- Transplace won an Award of Merit in Media Relations for its successful campaign to feature its software in publications beyond the logistics and transportation space. By utilizing opportunistic media relations and innovative strategies, Transplace’s marketing team was able to secure feature coverage in *Computerworld* - a publication that does not typically highlight transportation and logistics content.

“We are extremely pleased to have been recognized for all of our hard work by a premiere organization like TMCA,” Abernathy added. “That we were included among a list of such strong industry leaders makes this victory even more gratifying.”

A complete listing of the 2007 Compass awards recipients can be found on the Transportation Marketing & Communications Association website at www.tmcatology.org.

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 and by Supply & Demand Chain Executive as a Top 100 provider in supply chain transformation for the second consecutive year. In 2004 Transplace was recognized by Logistics Management as a Top 10 3PL, 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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