

Final – For Immediate Release

Transplace Taps Bill Hale to Drive Company into Small to Midsize Business Market

Transportation Leader Joins Transplace, Steers the Expansion of Top 3PL and Technology Company into LTL, Truckload and International Business Opportunities

September 9, 2008 (Frisco, TX) – Transplace, Inc., a leading provider of transportation management services and logistics technology solutions, today announced the appointment of Bill Hale as the company’s vice president, marketing and business development. Mr. Hale’s appointment reflects the execution of the company’s design to continue growth by expanding product and service offerings to small to midsize business (SMB) customers.

With more than 15 years of sales and marketing experience in the industry, Mr. Hale is a well-qualified choice to lead Transplace into the SMB market. He arrives at Transplace by way of Daylight Transport, a non-asset based transport and logistics company based in Long Beach, Calif., where he served as director of sales and marketing. Mr. Hale’s background also includes several years with ABF Freight Systems, Inc., and he is an active member of the Council of Supply Chain Management Professionals as well as the Transportation Marketing & Communications Association.

“With Bill’s experience and vision for the entry of Transplace into the SMB market, I have no doubt that our SMB customer base will benefit by further developing their own business goals through effective utilization of our expertise in the transportation management services and logistics technology industry,” said Transplace President and Chief Executive Officer Tom Sanderson. “Bill has solid, qualified ideas for transforming our current less-than-truckload (LTL), truckload and international products and services to an SMB-friendly business model.”

Transplace will focus on leveraging its rich technology and resources for creating services and products useful to members of the SMB market in various targeted industries. Complete transportation visibility, access to a large network of carriers and lower costs are just a few of several identified areas where Transplace will transcend its large-scale business benefits and replicate to SMBs.

“The goal is to offer our award-winning technology wrapped around LTL, truckload and international services to small to midsize businesses,” said Mr. Hale. “This allows Transplace a special opportunity to cultivate long-term relationships with customers while assisting them as they evolve from SMBs and develop into larger businesses. Transplace already offers best-in-class technology to our large-scale customers, and now we’re going to make these products and services available to SMBs in a user-friendly way – tailored to meet their specific needs.”

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According to Mr. Hale, “Transplace is a company I have always been intrigued by. I watched it grow into an important leading player of the logistics industry, and I am gratified to be a part of it today and look forward to helping Transplace expand its future business opportunities. We are an unbelievably strong company and to keep growing stronger requires diversity and creativity. We’re setting the bar high to grow the new SMB business and to focus efforts in expanding our powerful brand so that Transplace will be an even more formidable competitor in our industry.”

To learn more about Transplace, please visit www.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 2008, Transplace was awarded with the *Global Logistics and Supply Chain Strategies* “100 Great Supply Chain Partners” distinction for the fifth consecutive year and by *Supply & Demand Chain Executive* as a “Top 100” provider in supply chain transformation for the third consecutive year. Transplace was also recognized by *Inbound Logistics* as a “Top 10 3PL” for the sixth consecutive year, and is an eyefortransport “The Best 3PL in North America” Consumer Goods category 2008 winner.

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