

FINAL - FOR IMMEDIATE RELEASE

Transplace Launches Consulting Group

Transplace Consulting helps customers obtain more efficient, flexible and profitable supply chains

July 15, 2008 (Frisco, TX) – Transplace, a leading provider of transportation management services and logistics technology, today announced the official launch of Transplace Consulting, which delivers comprehensive logistics engineering analysis, design and consulting to customers in manufacturing, distribution and retailing. Transplace Consulting focuses on the identification of supply chain improvements to uncover areas where customers can reduce total transportation and inventory holding costs. Best-in-class benchmarking information and sophisticated analysis tools allow Transplace Consulting to provide customers with the technical expertise and direction to maximize efficiency without sacrificing service or performance.

Transplace Consulting performs many functions within Transplace and provides a whole suite of consulting services, including:

- **Operations Support** – Transplace Consulting helps solidify customer goals and strengthens relationships to provide additional value to customers in support of network redesign, procurement and complex analysis of supply chain trade-offs.
- **Industry Knowledge** – Transplace Consulting distills industry best practices and develops insight on the marketplace based on intelligence gleaned from comprehensive analysis of data to provide a current pulse to customers.
- **Scenario Pro Technology (SPT) Consulting and Onboarding** – Transplace Consulting leverages the full suite of SPT optimization in execution, updating production code, measuring benefits and ensuring that Transplace delivers maximum value.
- **Sales/Business Development** – Engaged through new opportunities, Transplace Consulting performs quantitative analyses for prospects and customers identifying new insights for companies looking for comprehensive solutions.

“Transplace Consulting drives customer value in several unique ways,” said Matthew Harding, vice president of consulting for Transplace. “Transplace Consulting deepens existing customer relationships through planning and execution-related activities and analysis. In short, we provide insights on their complex supply chains in an evolving environment that that has reached a new tipping point in terms of cost to serve and supply chain trade-offs.”

Transplace Consulting helps quantify Transplace’s full suite of value opportunities for new and prospective customers. Added Harding: “We also define the potential value of new relationships that lead to sustained benefits for customers who need a strong partner in logistics. More importantly, we are held accountable for delivered value. Our procurement services have to work because we own the execution, and our supply chain analysis ultimately leads to TMS configuration that drives daily value. Since we are a 3PL, service and cost-based auditing are a given in our business.”

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Harding joined Transplace last August and was tasked with leading the consulting team and growing this area of the company. “Our team is highly capable, with extensive knowledge and proven industry expertise. Transplace has great opportunities ahead, and will continue to hire qualified individuals building upon a strong core team. We intend to continue building on past success by sharpening our skill sets that lead to both innovation and business value for our customers.”

Managing \$2.75 billion in freight, Transplace has an accurate and current database of information on present lane costs and capacity available in the market. Transplace Consulting combines accurate information with analytical skills sets and sophisticated software to uncover an understanding of specific supply chain challenges and to jointly explore opportunities with customers for improvement in accuracy, timeliness, reliability and efficiency. Transplace Consulting offers the ability to establish and reach these highly accurate benchmarks through comprehensive statistical analysis with objective risk/reward evaluations.

Added Transplace CEO Tom Sanderson: “Transplace Consulting is extremely detail driven and can quickly analyze complex changes in our customers’ supply chain networks. Mr. Harding’s team is constantly at work to ensure that what we have configured meets the current and future needs of our customers. As business models change and evolve, we will continue to provide our customers new insights and uncover valuable cost savings.”

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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