

FINAL – FOR IMMEDIATE RELEASE

Transplace Mexico Releases Logistics Freight Allocation Module Tool

*MX FAM Tool Offer Shippers Effective Freight Services,
Saves Transport Costs with Real-Time Information*

March 31, 2009 (Dallas, TX) – Transplace Mexico, subsidiary of Transplace, a leading provider of comprehensive transportation management solutions and logistics technology, today announced the release of MX Freight Allocation Module (FAM), a software tool that allows transport of parcels with efficiency and unsurpassable service, generating tangible savings in all areas of freight transport.

MX FAM is a Web-based application that optimizes transportation, allowing clients to auction freight with carrier companies. It also gives visibility of cargo in order to receive spot rate quotations in real time, in such a way that it helps obtain the best price available. MX FAM was designed with the specific problems in mind that Mexican companies encounter during shipment of products. It benefits all types of manufacturers, retailers, for both imports, and exporters. .

“We give Transplace Mexico customers the ability to set the price and indicate which transport carrier adapts best to their needs. Once implemented, MX FAM becomes an indispensable on-demand tool, where customers can search for the lowest price, giving them a savings up to 3 to 15 percent, while optimizing routes and guaranteeing the delivery with our dependable transport carrier group,” said Transplace Mexico Director of Transportation and Distribution, Troy Ryley.

As a Web-based tool, MX FAM gives internal users and carriers instant access to information and quotes on transport, minimizing communication errors on routes, improving the efficiency and accuracy of service.

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 fourth consecutive year. In addition, Transplace was recognized by *Inbound Logistics* as a Top 10 3PL for the sixth consecutive year.

Contacts:

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

Kecia Gray
kecia.gray@transplace.com
214-697-3354

Margaret Utterback
+52 55 212-1042
mutterback@smart-business.com.mx