

For Immediate Release

Transplace International Announces New Subsidiary in Mexico

Transplace to offer seamless service offerings on both sides of the border

Feb. 26, 2008 (Plano, TX) - Transplace, Inc., a leading provider of transportation management services and logistics technology solutions, has today announced the launch of its new subsidiary in Mexico. Utilizing Transplace's vast network of trusted core carriers, cutting edge technology platform and human capital, Transplace Mexico will be able to provide customers with a highly integrated and transparent service offering. Customers will experience unparalleled capacity, service reliability and flexibility to support their growing transportation demands in this fast paced market.

"We listened to our customers' needs for timely and accurate visibility across their supply chains, and integrated transitions between service providers when crossing the Mexican border," said Kevin Higgins, vice president of International Services for Transplace. "Transplace Mexico will play a strategic role in integrating these services into one comprehensive solution - demystifying freight movements at the border. This unique approach enables Transplace Mexico to directly manage factors impacting visibility of our customers' transportation process."

Transplace Mexico will be co-managed by two well-known leaders in the industry: Troy Ryley and Jose Minarro. Tasked to develop this dynamic market by integrating processes to create efficiency, cost savings and increased visibility for shippers, both gentlemen have a combined 30 years of management experience of operating third party logistics services providers in the Mexico region.

"Both Jose and I are excited to lead this strategic initiative on behalf of Transplace," said Troy Ryley, director for transportation and distribution, Transplace Mexico. "Our background and knowledge coupled with Transplace's proven technology platform, solutions and carrier relationships will be key factors for determining our success in this market."

Director of Customs Brokerage, Transplace Mexico, Jose Minarro added: "Transplace International is recognized for its dedicated Customer Service Integrity program and esteemed international logistics services provided to customers around the world, and it is our goal to continue to build off of these achievements to bring Transplace's technology solutions into Mexico to create extensive cross-border as well as intra-Mexico opportunities for existing and prospective customers."

Transplace Mexico service offerings will include:

- Transportation Management Systems
- Freight Brokerage
- U.S. Customs Brokerage
- Mexican Customs Brokerage
- Border Processing
- Warehousing and Distribution
- Ocean Forwarding and NVOCC (OTI) Services
- Airfreight Services

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Efforts to efficiently conduct business in Mexico are often stymied at the border as customers must work with a network of multiple providers, such as: Mexican and U.S. motor carriers, freight forwarders, Mexican and U.S. customs brokers and truck crossing/drayage agents.

Tying all of these service providers together and getting clear visibility of the entire transportation process is not an easy feat. Transplace seized the opportunity to provide an integrated solution that is unique to the marketplace and makes it easy for customers to do business quickly and efficiently at the border.

“Transplace is growing, and expanding into the Mexican market was a natural progression for us,” said Tom Sanderson, president and CEO of Transplace. “Transplace Mexico will allow our customers to realize the full benefits of our truly integrated solutions offering.”

Transplace Mexico’s Laredo, Tex. office was officially opened in December 2007. In addition, Transplace will have operations and sales staff to expand capacity and service offerings around Mexico in cities such as: Nuevo Laredo, Monterrey, Guadalajara and Mexico City.

For more information about Transplace Mexico, please visit www.transplace.com, or register to attend the 2008 Transplace Shipper Symposium in Rogers, Ark. April 22-24 to hear from global leaders as they discuss sustainability in the transportation industry. More details are available at <http://symposium.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 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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