

FOR IMMEDIATE RELEASE**Transplace Hosts Vendor Collaborative Summit**

Leading CPG companies come together to discuss challenges and best practices for many key industry issues

July 29, 2008 (Dallas, TX) - Transplace, Inc., a leading provider of transportation management services and logistics technology, held its second annual Vendor Collaborative Summit with key consumer packaged goods (CPG) companies, facilitating an open forum to enhance strategic relationships. Taking place earlier this month in Lowell, Ark., the Vendor Collaborative Summit allowed Transplace and five participating CPG companies to share supply chain best practices and discuss innovative strategies for dealing with industry challenges.

“Transplace hosted us in an intimate environment for companies with similar needs and challenges to collaborate on methods for improving their supply chains,” said Jim Glendon, supply chain director for Sunny Delight. “Working closely within a network opens doors and allows companies to benchmark their supply chain strategies against others and provides us with the opportunity to learn from our peers.”

This Transplace facilitated event provided an open forum for each company to share details around the specific supply chain issues they are currently facing. Participating companies shared examples and lessons learned on various industry topics including: the current state of fuel, customer service processes, order and transportation management and sustainability. The group also discussed innovative solutions for companies combining shipments to soften the impact of both rising fuel costs and a weakened economy.

“Given today’s environment, Transplace recognizes there is an even greater need for companies to work together and look at complex supply chain tradeoffs,” said Matt Harding, vice president of consulting for Transplace. “Utilizing collaborative transportation management and identifying cross-company opportunities where capacity can be shared drives lower freight costs and significant savings.”

Utilizing networks to combine shipments would not only save time and resources, but would also reduce the environmental impact as well. The summit highlighted sustainability opportunities such as reducing packaging efforts and improving network optimization to take miles out of the supply chain. These industry leaders compared their current sustainability initiatives and the value of these initiatives to that of their peers. One organization shared its individual sustainability goals set forth for each employee to meet on a quarterly basis, while another shared details around a project for conserving energy and the cost savings associated.

“The Vendor Collaborative Summit is an industry initiative to help leading CPG companies collaborate together and discuss supply chain best practices,” said George Abernathy, executive vice president and chief marketing officer for Transplace. “Hosting the event provided a unique forum that allowed top consumer goods companies to come in and learn from one another; and it’s certainly an initiative Transplace will continue to pursue across other industries in the future.”

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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 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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