



FOR IMMEDIATE RELEASE

**TRANSPLACE EXECUTIVES EXAMINE LEVERAGING A 3PL TO DRIVE
DOWN TRANSPORTATION COSTS IN WEB SEMINAR**

***Key Themes Included a State of the Industry Report and Case Study Presented on
U.S. Gypsum's Ongoing Success in the Capacity Constrained Market***

February 2, 2006 (Plano, Texas) - Transplace, Inc., a logistics technology and transportation management services provider, today announced its successful Web seminar with *Traffic World* (represented by Editor-In-Chief Paul Page) on January 18. Hosted by Transplace's executive team, the online presentation examined how fully integrated, Web-native transportation platforms combine with proprietary services and processes to allow shippers to collaborate on transportation logistics strategy, planning and execution to ultimately save time, resources and costs.

Recent issues in transportation capacity and cost, as well as driver's hours-of-service rules, have heightened awareness about the need to examine transportation logistics processes and identify areas to reduce costs and increase efficiencies. Many companies are outsourcing all or part of the logistics function to 3PLs in order to drive down transportation costs and gain agility to succeed in the capacity constrained market. The Web seminar explored these issues and examined the pros and cons of the various solutions available to shippers today.

"The equation of balancing transportation spend while still shipping and receiving freight on time is a challenging one, but 3PLs and technology advancements have made the process far easier," said Tom Sanderson, Transplace's president and chief operating officer. "The increasing trend of integrating Web-native transportation platforms, allows more shippers to collaborate on transportation logistics strategy, planning and execution to achieve an optimal blend of outsourcing and technology."

In the past decade, the 3PL industry has experienced solid growth. By allowing carriers to tap a larger shipping network and employing technology that connects critical mass of shippers and carriers, a tremendous return on investment (ROI) can be achieved.

"Even in this capacity constrained market, we've been able to excel by implementing automated load control centers with optimization," said George Macko, transportation manager for United States Gypsum Company. "We're now able to manage more than 40,000 loads per month with 100 percent carrier automation, while decreasing our overall costs. And by allowing for carrier efficiencies, we were able to increase load ratios and minimize empty miles charges and detention hours."

For an on-demand version of the Web seminar, please visit
<https://transplace.webex.com/transplace/onstage/tool/record/viewrecording1.php?EventID=335729149>



About Transplace

Transplace is a 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 2005 Transplace was recognized by *Inbound Logistics* as a Top 10 3PL for the third consecutive year, by *Global Logistics and Supply Chain Strategies* as one of its 100 Great Supply Chain Partners for the second consecutive year and by *Supply & Demand Chain Executive* as a Top 100 provider in supply chain transformation. In 2004 Transplace was recognized by *Logistics Management* as a Top 10 3PL, by BP Solvay Polyethylene North America as "Logistics Provider of the Year" and by Sysco Food Services as "Transportation Provider of the Year."

Contact:
Chaney Credeur
Transplace
chaney.credeur@transplace.com
972-731-4673

Jordan Rittenberry
Ruder Finn
rittenberryj@ruderfinn.com
312-329-3918