

FreshStart Logistics Announces Partnership with Datatrac

Datatrac Embeds FreshStart's Optimization Technology within its Cloud-Based Logistics Operating System to Deliver Real-Time and Dynamic Routing Capabilities

SEATTLE, WA & ALPHARETTA, GA — August 2, 2011 — FreshStart Logistics LLC, a dominant solution provider of real-time routing for shipment and dispatch optimization, today announced its partnership with Datatrac[®] Corporation, a leading provider of revolutionary solutions that empower shippers and carriers to become more efficient, provide a better customer experience, and drive superior performance from their transportation logistics through real-time business intelligence and visibility. The new partnership was formed to help carriers improve the management of high-volume work by equipping couriers and truckers with the tools they need to effectively control their operations. The two companies have combined the cloud-based logistics operating system from Datatrac with the real-time, dynamic routing capabilities of FreshStart to create a powerful solution that delivers improved service, efficiency and profitability to its customers.

"When the cutting-edge technologies of two leading companies are brought together, the result is an even more powerful solution that will directly improve the profitability of our mutual customers," commented Bill Ho, FreshStart Logistics CTO. Garland Duvall, Datatrac CEO added, "Carriers focused on growing their companies are realizing that technology represents an investment in their future. Unless they adopt the tools that make them competitive, they will simply be squeezed out of the market by visionary competitors."

Daily delivery operations are often fraught with problems arising from divergence between planning and execution. Dispatchers and drivers struggle to adapt to traffic, weather, schedule changes and equipment problems, while keeping their shippers updated on progress. Datatrac provides complete visibility into shipment status, tracking, driver location and proof of delivery (POD). As the work day progresses, relevant data points are supplied by Datatrac to the FreshStart dispatch optimization and routing engine to continuously optimize results, based on the carrier's chosen criteria. The combined solutions result in improved dispatcher and operating efficiency along with superior execution of routing and scheduling at a reduced cost.

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The combined technologies of FreshStart and Datatrac enables carriers to win new business—even before the first delivery is made. A powerful modeling tool generates the most efficient routes possible using custom criteria. Carriers can offer quotes to shippers that are more accurate and profitable than traditional methods.

About FreshStart Logistics

FreshStart's expert systems for dispatch and shipment optimization technology has been deployed for many years as the dominant solution for on-demand routing and dispatch optimization. Shippers, carriers, and other transportation service providers choose FreshStart to gain a competitive edge with high-performance fleet, route, and shipment optimization in batch, dynamic, real-time routing and scheduling. For more information, visit www.freshstartlogistics.com.

About Datatrac

Datatrac delivers revolutionary solutions that empower shippers to become more efficient, provide a better customer experience, and drive superior performance from their transportation logistics through real-time business intelligence and visibility. For more information, visit www.datatrac.com.

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