



Transportation Management Solutions

Transite

Les A. Hamashima

O 919-862-1900 x118

Les.Hamashima@transite.com

FOR IMMEDIATE RELEASE

FRESHSTART LOGISTICS AND TRANSITE TECHNOLOGY ANNOUNCE PARTNERSHIP
Combines Transite's award-winning transportation management systems with leading shipment optimization solutions.

RALEIGH, NC—May 21, 2012—FreshStart Logistics, LLC, and Transite Technology have agreed upon a partnership allowing FSL's shipment optimization technology to be seamlessly integrated into Transite's Jaguar Transportation Management System.

"The combination of FSL's shipment optimization and our transportation management solutions teams two of the industry's leading best-of-breed solutions," said Geoff Comrie, CEO of Transite Technology. "We feel our award-winning TMS is the most flexible in the industry and has advanced capabilities not found in other transportation management systems for both 3PLs and shippers."

Allen Ho, CEO of FreshStart Logistics, said, "Our solution is superior to other optimization solutions because it delivers an unmatched initial plan and facilitates dynamic operational planning throughout the entire day by leveraging split-second dispatch optimization based on real-time updates and imprints the engine with planner tribal knowledge."

Transite's JaguarTMS manages and automates all aspects of the logistics lifecycle, from the most effective carrier selection and dispatch/execution to freight audit. In tandem, FSL's solution works with Transite's TMS to—in real-time—navigate the complex and ever changing factors associated with a shipment including as real world events such as pickup, delivery, status update, traffic update, vehicle availability. Together, the combined solutions enable the customer to have a modern TMS that accounts for fresh information to make quick adjustments to route and consolidation plans.

"Our combined solutions allow the customer to be consistently in the best position to save money while meeting commitments related to customer cost savings and delivery expectations," said Ho.

About FreshStart Logistics

FreshStart's expert systems for dispatch and shipment optimization technology have been deployed for many years as the dominant solutions for on-demand routing and dispatch optimization. Shippers, carriers, and other transportation service providers choose FreshStart to gain a competitive edge with high-performance dispatch, brokerage, and shipment optimization in batch, dynamic, real-time routing and scheduling incorporating operational tribal knowledge. www.freshstartlogistics.com.

About Transite Technology

Since 2002 Transite's solutions, technologies and services have enabled America's best run 3PLs, brokers, shippers and carriers to streamline processes and increase profits. Transite allows these parties



Transportation Management Solutions

to automate and manage LTL, TL, small package, ocean and air shipments. The company's products range from complete solutions to technologies used by other TMS and ERP vendors to provide best-of-breed functionality. Transite's solutions are hosted or purchased, flexible, quick to implement and cost effective. For more information about Transite, visit www.transite.com.

#