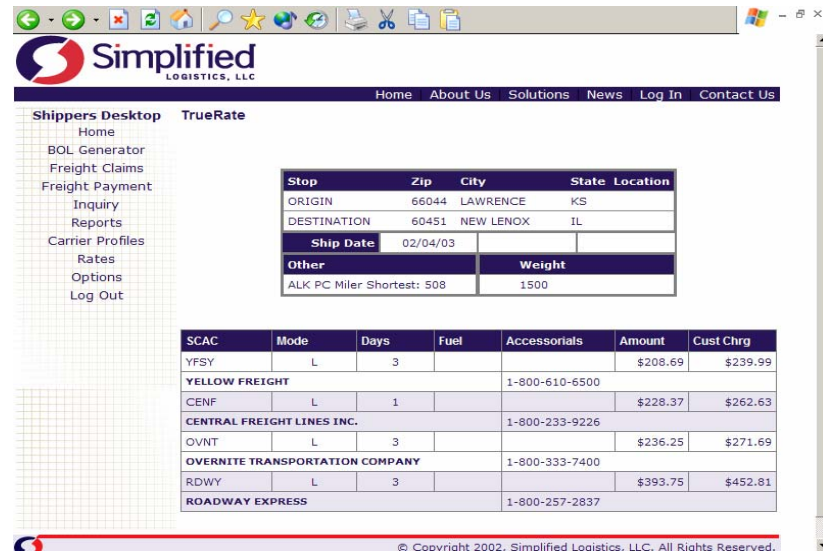


## Having the best rates is one thing, disseminating that information To your team is another!

We have used our knowledge and experience to create the next generation in rating and routing tools: **TrueRate™**. Speed and accuracy are combined with the flexibility to load the creative and dynamic pricing of the market place. Our internet based rate engine uses the newest programming technology, Microsoft's .NET (Dot-Net) to provide the highest level of flexibility.

**TrueRate™** allows you to disseminate the corporate pricing and contracted core carrier list to both your internal network of users and vendors. By simply entering origin, destination, weight and service requirements the optimal mode and carrier are identified.



The screenshot shows the TrueRate web application interface. On the left is a navigation menu under 'Shippers Desktop' with options: Home, BOL Generator, Freight Claims, Freight Payment, Inquiry, Reports, Carrier Profiles, Rates, Options, and Log Out. The main content area displays a 'TrueRate' search form with the following data:

Stop	Zip	City	State	Location
ORIGIN	66044	LAWRENCE	KS	
DESTINATION	60451	NEW LENOX	IL	
Ship Date	02/04/03			
Other		Weight		
ALK PC Miler Shortest: 508		1500		

Below the search form is a table of carrier options:

SCAC	Mode	Days	Fuel	Accessorials	Amount	Cust Chrg
YFSY	L	3			\$208.69	\$239.99
<b>YELLOW FREIGHT</b>				1-800-610-6500		
CENF	L	1			\$228.37	\$262.63
<b>CENTRAL FREIGHT LINES INC.</b>				1-800-233-9226		
OVNT	L	3			\$236.25	\$271.69
<b>OVERNITE TRANSPORTATION COMPANY</b>				1-800-333-7400		
RDWY	L	3			\$393.75	\$452.81
<b>ROADWAY EXPRESS</b>				1-800-257-2837		

At the bottom of the screenshot, it says: © Copyright 2002. Simplified Logistics, LLC. All Rights Reserved.

### Inbound

**TrueRate™** enables you to have a dynamic routing guide for your vendors. Unlike paper routing guides, new carriers can be assigned quickly. Changes in carrier routings due to bankruptcy, new coverage areas and new core carrier pricing can be assigned overnight. Assigning vendors a routing by weight is no longer an educated guess, your inbound shipments will be assigned LTL, TL or parcel based on price and service time. **TrueRate™** can be used as the tool to assign charges for vendor misroutes, assuring your vendors are held accountable for errors in the execution of your inbound program. Your purchasing department will have at its fingers the tools to determine FOB terms, leaving no stone unturned.



### Mode Selection

How would you like to find another 5% reduction in your transportation cost without negotiating lower rates? Our research shows an average of 5% savings on the table for the typical shipper that uses TL, LTL and parcel as part of the normal course of business. Historically, shippers have developed "rules-of-thumb" that dictate an across the board weight to determine when to shift from parcel to LTL, and LTL to truckload. In reality, the optimal weight breaks change by lane, package size and service time. **TrueRate™** assures the most cost effective mode is selected and the rates you have negotiated are put to use by your team.

### Service Time

In today's world more than ever, time is money. **TrueRate™** takes the element of transit time to a new level. We will load your carriers' service time onto a single system so you can see the cost and benefits of transit time on your transportation network. As your carriers offer varying levels of service and price you can see each of these options and make an educated decision each time you route a shipment. Customer service will be able to quote delivery time and the impact of expediting customer freight.