

FOR IMMEDIATE RELEASE

New Trucking Search Portal Promotes “Green Transportation” By Reducing Empty Truck Miles

COLUMBUS, OHIO July 31, 2007 — The BestMatch transportation search portal was unveiled at BestTransport’s “Network 2007” user conference, held in Columbus, Ohio on July 25 and 26.

BestMatch increases the efficiency of the nation’s trucking fleets by allowing shippers and carriers to achieve higher equipment utilization rates. The information within the portal helps to minimize the number of empty miles traveled by allowing shippers and carriers to identify the most efficient combination of freight loads and available trucks.

“When you see a truck on the highway, there is between a 15 to 20 percent chance that it is traveling empty.” said Mark Shary, CEO of BestTransport. “BestMatch lets shippers and carriers identify opportunities to fill it, resulting in real and immediate savings.”

At launch, registered users of BestMatch represent approximately 30,000 daily freight loads and 150,000 available trucks, with additional users being added each week. Each user has the ability to define their own network of partners, providing each with previously unavailable visibility to both freight and capacity.

Prior to launch, BestMatch evolved through a relationship with the National Industrial Transportation League, an association of the nation’s largest shippers and carriers. The League’s 75+ Highway Transportation Committee members helped define BestMatch and are among its first group of users.

“The results of our initial efforts with BestMatch showed that our members could find new opportunities to ship freight more efficiently than before.” said John Ficker, President of NITL. “Increasing the efficiency of existing trucking capacity is a benefit to shippers, carriers and the environment as well.”

For more information on the BestMatch portal, contact Adam Koltnow, Director of Network Program Management at 614-888-2378 extension 275 or visit www.besttransport.com.

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About BestTransport.com, Inc.

The BestTransport Network connects the \$400 billion truckload freight market through the *BestMatch* web portal and information exchange. *BestMatch* allows freight shippers (manufacturers, retailers, distributors) and freight carriers (trucking companies) to make optimal matches between upcoming shipments and emptying trucks. Additional information exchanged over the BestTransport Network includes the in transit status of freight, freight documents, and billing-related data. BestTransport also provides an on-demand system, *BestShippers*, which helps large shippers plan, execute, and manage their freight transportation needs.

The BestTransport Network is the most widely-adopted transportation collaboration platform in the U.S. The Network transacts over 15% of the nation’s truck activity, through users that include Alcoa, Nestle-Purina, JCPenney, PPG Industries, Solo Cup, Gerdau Ameristeel, Celadon Trucking, CRST, Swift, and Heartland Express.

For more information on BestTransport, visit www.besttransport.com or contact Nate Riggs at 614-888-2378 ext. 290 or via email at nriggs@besttransport.com.