November 10, 2011 Media Release

IAS helps industry address challenges of intermodal container haulage with new collaborative solution

New IAS Dispatch cloud technology improves last mile visibility and connects multiple trading partners to optimize inland container trucking

Oakland, CA, November 10, 2011 – IAS® has unveiled a new generation of cloud technology to address the complexities associated with planning, pricing, booking and executing inland container haulage. Developed as an extension to the industry-leading IAS DispatchManager, a web solution that automates the container haulage work order process from creation to proof of delivery, these latest solutions are designed to help ocean carriers, cargo owners, third-party logistics providers, and motor carriers connect and collaborate more effectively.

Intermodal road haulage is a vital link in the transportation chain, with significant impact on total shipment costs, efficiency and reliability. In the US, at least $6bn is spent every year on container haulage. Yet all too often it is still a fragmented and manually-driven process, conducted largely one-to-one by phone, fax and email between the company originating an order and the motor carrier that fulfills it. The resulting poor information transparency gives little chance to optimize truck and container utilization across the many thousands of motor carriers serving import and export operations with limited first and last mile visibility.

Working together with the core DispatchManager system, the three new IAS modules – DispatchOptimizer, DispatchTender and DispatchTariff – represent a comprehensive response to these industry issues. The new solutions will be delivered via the IAS network, which includes over 1600 connected motor carrier offices in the US, along with thousands of other intermodal trading partners worldwide.

DispatchOptimizer is the next step forward in street-turn technology. Rather than operating outside the process, DispatchOptimizer leverages the existing DispatchManager solution to identify and 'street turn' intermodal transport hauls, reducing the significant costs associated with inefficient dual deadheading of empty import and export containers. Supported by visual mapping, saved dollar and miles calculations, automated equipment approval, authorization and status updates, DispatchOptimizer facilitates street

turns, enabling originators and motor carriers to benefit from faster cargo pick-up and delivery, fewer empty miles, less queuing at ports, and better equipment utilization.

DispatchTender is a breakthrough neutral negotiation platform that allows originators to broadcast work to one or many motor carriers within their network. Motor carriers that receive offers may then place a bid for the work order. Respecting the economics and operational priorities of all parties, jobs are only assigned when both sides have signed off on the rate. As with DispatchOptimizer, all messages, approvals and rejections are communicated instantly, fully automating the negotiation processes. Motor carriers in the network get more visibility into possible jobs and a platform to win more profitable business, while originators gain access to possible one-way moves and a larger pool of motor carriers.

DispatchTariff is a centralized, automated rate management solution that streamlines the rate request and tariff maintenance process, reducing the burden and potential inaccuracies of manual administration. The new solution gives full rate visibility and control and allows both originators and motor carriers to reduce time and costs by establishing pre-approved tariffs for standard work order creation. It also provides a trusted benchmark for users to evaluate incoming work order quotes and the savings on optimized job orders.

"Major industry players including ACL, DHL, and NYK are already using DispatchManager to improve the cost, performance, environmental profile and final mile visibility of their intermodal container trucking operations," said Steve Dowse, Chief Technology Officer for IAS. "IAS is excited to bring these new tools to the market to help the industry collaborate in tackling the common challenges of better resource utilization and service reliability, more cost and operational efficiencies, reduced environmental impact, and a more robust information pipeline."

IAS will launch the new IAS Dispatch suite at the upcoming IANA Intermodal Expo, November 13-15 at the Georgia World Congress Center in Atlanta, US and at the Intermodal Europe Exhibition, November 29-December 1 at the Messe Hamburg, Germany.

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Visibility. Optimization. Innovation. Collaboration. Expertise.

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Notes to editors:

Press briefing and reception at IANA Intermodal Expo: IAS will host a press briefing and industry launch party for IAS Dispatch on Monday November 14. To register a member of the press to attend, please contact Amanda Hinton, IAS Marketing Manager at:

Tel: 1.510.844.3054   Email: ahinton@interasset.com

Press briefings at Intermodal Europe: IAS senior executives will be available for one-to-one press interviews during the Intermodal Europe show. To schedule an interview, please contact in the first instance Rachael White or Holly Thompson of Next Level Information Ltd at:

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About IAS

Founded in 1998, IAS has pioneered the development of cloud computing solutions to improve operational and process efficiencies within the global cargo container shipping and intermodal transport industries. The IAS platform connects thousands of trading partners in nearly 80 countries, including 15 of the top 20 ocean carriers, 7 of the top 10 equipment lessors, 2 of the top 3 logistics providers, over 3,000 depots and terminals, and 1,600 motor carrier facilities.

IAS solutions, quickly implemented and immediately beneficial, can be operated as turnkey web-native applications, as integrated extensions of a client's transportation management system, or as completely customized solutions. IAS enables parties in the network to interact seamlessly, transact routine business at a lower cost, gain first and last mile visibility of their cargo container status from origin to destination, and optimize the inland intermodal process.

The IAS team of transportation experts is dedicated to providing world class services that the support planning, execution and measurement of intermodal activities between transport providers and their trading partners. IAS combines personal, 24/7 service worldwide with one of the intermodal industry's most comprehensive service level guarantees.

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