



InterstateTransport

Press Release

Source: Interstate Transport

Interstate Transport Spins off Growing Software Company, InMotion Global, Inc.

Interstate's Patent Pending Technology Sees High Demand. New Jobs Expected.

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Saint Petersburg, FL: Interstate Transport, Inc., a leading US freight management and logistics company, today announced it was formally spinning off its patent pending logistics software technology to better meet the high demand for InMotion Global[®]. The new company will be named InMotion Global, Inc., sharing its corporate name with its flagship Transportation Management System (TMS) software, InMotion Global[®].

InMotion Global[®] has a patent pending with the United States Patent and Trademark Office to protect the unique features and functionality of the software. The InMotion Global TMS software is initially being aimed at shippers and third party logistics providers who need to reduce the frictional cost and provide increased efficiency moving truckloads of product from point A to point B. InMotion Global[®] is already moving tens of thousands of loads across the United States at a high rate of efficiency due to its highly unique and protected software code.

InMotion Global[®] has been so successful at routing, managing and tracking commodities that it has been written to also meet the demands of governmental disaster management response agencies who need to quickly respond to a disaster to provide food, water, medical supplies and other commodities within a tight delivery window. Initial governmental interest has been promising – with the State of Florida expected to meet executives of both Interstate Transport and InMotion Global, Inc. in January. Moreover, David Paulison, Director of FEMA, has been provided with initial evaluation material to solve a problem identified as a high priority for the agency - tracking supplies that are in transit after a disaster strikes.

InMotion Global[®] has so far been rolled out on a defined basis in the difficult seasonal crop market. The seasonal crop market is one of the most difficult to master for logistics firms because it sees high surges in demand for trucks in a matter of hours, it involves up to 30 pickups or deliveries per load, and it uses a highly fractured driver and carrier pool. Success in the seasonal crop business meant other industries and commodity types would prove straightforward.

Tim Higham, CEO of Interstate said, "It made sense to spin off InMotion Global[®] because as demand rises for a product or service you must have the dedicated and focused staff ready to meet the challenges of our customers. We have been amazed at the response from every shipper or third party logistics provider who has seen the system during our live

demonstrations. Not only have all the responses been positive, but we have the signed contracts in hand to affirm our endeavors.”

InMotion Global[®] uses the latest .NET technology framework from Microsoft. Many experts refer to this technology as “Web 2.0” to indicate its generational advancements over typical Internet delivered (World Wide Web) software. Over the last 2 years Interstate spent over \$1.3 million writing the software code to achieve spectacular results, such as:

- InMotion Global[®] can be deployed and ready to use in just a few minutes whether for one user at one site or 1,000 users at 100 sites.
- Every shipment can be tracked and traced over the Internet irrespective of the number or type of user, and irrespective of their own proprietary internal technologies.
- Using “web services” InMotion Global[®] uses the latest in mapping and satellite imagery for delivery directions and tracking loads
- InMotion Global[®] can be deployed as an application solution provider (ASP) solution or as a dedicated premise solution at the users site.

InMotion Global[®] is also unique in its pricing strategy. It is provided *free* of all upfront costs to any user or customer. Charges are levied on a small “per load” moved basis. Additional charges apply for customization and personal training services.

“We have recognized over the years that one of the biggest barriers to the success of any product or service is its price. So, we decided to take price completely out of the decision equation. That means our customers have nothing to lose and everything to gain from using InMotion Global[®] to manage their transportation and logistics function. It is that simple. We are truly that confident in InMotion Global[®]”, Higham said.

To find out more go to www.interstate-transport.com or call toll free 866-281-1281 x1323.

ABOUT INTERSTATE TRANSPORT: Interstate is one of the fastest growing logistics providers in the United States. Based in Saint Petersburg, FL, Interstate provides logistics services and complete logistics outsourcing solutions, including free transportation management software (InMotion Global[®]) to customers across the United States. Interstate’s Freight Management Center (FMC) and Disaster Freight Management Center (DFMC) provide capacity and Internet load tracking for every shipment as needed, free transportation management (TMS) software, routing and load optimization, Internet load tendering, guaranteed appointment making, and complete efficiency reporting. Every aspect of Interstate’s offerings can be managed via the Internet or telephone. Learn more at www.interstate-transport.com