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FreightHunter Announces Release of Profit Building Service to Carriers and Shippers

Added revenue and service reasons for implementation

Edwardsville, IL — July 23, 2009 — “I got tired of competing on freight rates alone,” said Brian Tulley, owner of Three-Star Trucking of Calamus, Iowa. “That’s why I started using FreightHunter on loads I carry. It’s a service which protects me with the facts around a load including a count at delivery, arrival, unload times, and condition of the product. I’m also able to provide a value-add for my shippers while showing them where I am. Even better, I’m able to bill them for this service opening up a new revenue stream.”

Tulley is talking about a few of the benefits FreightHunter is providing his firm. He is also able to invoice for shipments he’s carried nearly immediately. FreightHunter is software that is low-cost running a Windows Mobil 6.1 smart phone that provides GPS tracking and load settlement details for trucking firms. “The real reason I like FreightHunter is because of the benefits I can provide to my shippers. This is quantifiable service! The information around the Perfect Order Index makes them better and helps them to iron out opportunities in their supply

chain,” he said. “Just the knowledge they get to make 100 percent accurate invoices from every FreightHunter load, more than covers the extra cost I add to my invoices.”

FreightHunter is expanding its offering to shippers and carriers across the country. Dave Kloostra, the company’s Managing Partner said, “We’re out to help all carriers and shippers that are tired of the same old thing and getting the same old results. Our system is new. We’re looking for partners and collaborators that want to add value in their trucking by being extra beta testers.” Kloostra continued, “I can’t agree with Mr. Tulley more, everyone knows that there is someone out there that will run a lane cheaper. Competing on freight cost alone will break a company.”

FreightHunter bundles information around the Perfect Order Index (POI) as deployed on a smart phone. “According to information provided by the Vendor Compliance Federation, less than half of all orders are perfect,” said Kloostra. The elements of the POI are on-time, complete, damage free and invoiced accurately. “We add proactive GPS tracking along with a website for complete time and place visibility for all shipments. We join that with each of the events in the pick-up and delivery process including time stamps married to GPS locations for major actions, pictures of damages and accountability in the form of electronic documentation. The proof of delivery is electronic also. All steps happen with a GPS fix, a signature for the POD and a picture of the person signing for any items.”

More important, is the documentation around the condition of the load when it arrives. “FreightHunter gives me the option to take pictures of any damaged product or, pictures of every pallet as it comes off the truck as a camera is part of my phone,” said Tulley. “Even if a shipping company misses only 1-2 percent for shipment accuracy, invoices are wrong. Add in another .5 percent or more for damages and you have serious financial and customer service losses

happening for the shipper,” said Kloostra. “Putting a value of more than \$1,500 per pallet along with going interest rates and the opportunity losses for the missed shipments alone covers all costs with room to spare,” he added.

“We want to help provide solutions to shippers/manufacturers and their carriers,” Kloostra said. “No one should expect that \$1.50 van freight or less is good for anything from a value purchased standpoint. Service is too often down-played. It is service to a shipper’s customers where opportunities usually lie and where value can be added. We want shippers to get paid for what they send in good condition and carriers to compete on the value they add to a shipment,” Kloostra said. “I’ve been in the shipping business working with carriers for Fortune 500 shippers for nearly 20 years. I’ve had carriers tell me they would provide great service with every salesman that walked through my door. This is the first system that quantifies service in more ways than ‘I got it there.’”

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