

FOR IMMEDIATE RELEASE

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Trade Data Exchange Officially Open For Business*Founding members sought for first-of-its-kind supply chain data global clearinghouse*

KANSAS CITY, Mo. — The Trade Data Exchange (TDE) Board of Directors announced today that it is actively seeking membership to join the industry-driven community solution to supply chain management challenges. Members can utilize the technology-enabled platform that connects disparate participants across the entire logistics supply chain, TDE signals a change in the way supply chain partners work together and improves communication and sharing of key global data. TDE seeks to provide relief for common industry pain points, such as border delays, unreliability of shipment data and opportunities for miscommunication.

“The strength of the Trade Data Exchange is the community of supply chain members working toward common goals,” said Roger Woody, TDE Board of Directors Chairman. “Exporters to Mexico will see immediate benefits from our technology system. Goods will be able to be shipped cross border more efficiently which will save the exporter time and money.”

TDE is a member-run and a member owned community that complements existing supply chain technology tools and can increase efficiencies in moving freight. ODW Logistics, a third-party consumer goods warehouse and logistics company, realized enhanced shipment visibility and time savings through their participation in the pilot program.

“If you are trading globally with different partners in other areas of the world, TDE eases the cultural barriers. More importantly, if you are a small to mid-size company, TDE gives you the tools that only the big boys have. TDE makes it possible for you to complete globally,” said Jeff Clark, ODW Vice President of Sales and Marketing.

A cargo data risk management clearinghouse software, enables multiple partners to track shipments for the logistics industry in a more visible way. Shippers, carriers, customs brokers, global trade management software (GTMS) providers, warehouse companies, container freight station (CFS) companies, third and fourth party logistics providers, (3PLs/4PLs), financial companies and insurance agencies can all connect through the system. Customized system integration and a web-based user interface enables shipment data to be entered only once, thereby reducing the potential for mistakes and eliminating the need to contact multiple shippers or track shipments on multiple websites.

Founding TDE Board members include Jeff Clark, ODW Logistics; Bob Davidson, Demdaco Corporation; Howard Hime, H-I-M-E, LLC; Ken Hoffman, Dysart Taylor; Tim Feemster, Grubb & Ellis Supply Chain Group; Alfred J. Figuly, Greater Kansas City Foreign Trade Zone, Inc.; Chris Gutierrez, Kansas City SmartPort; Robert Marcusse, Kansas City Area Development Council; Steve McElhiney, EWI Risk Services; Murray Messner, Intermodal Marketing; Michael A. Priest, TranSystems Corporation; Roger Scarbrough, Scarbrough International; Craig Stevenson, Commerce Bank; Roger Woody, University of Kansas.

For information about membership in the Trade Data Exchange or to request a Real Trade Data system demonstration, contact Chris Gutierrez at (816) 374-5640 or at Gutierrez@KCSmartPort.com.

Note to Editors: A fact sheet on the Trade Data Exchange is attached. The Trade Data Exchange website is located at <http://www.tradedataexchange.com>.

Members of the board are available for interviews. Please contact:

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