

Press Release

Nulogx Corporate Brand Launch



Nulogx launches its new corporate brand

TORONTO, ON, February 24, 2006. Nulogx, a leading transportation and logistics software and services company, has introduced its new corporate identity. Reinforcing its brand will allow Nulogx to distinctly identify the two key focus areas of the organization, which will assist in attracting new customers and retain long-term business relationships.

The new brand strategy will see Nulogx emphasize its expertise as a transportation and logistics services firm that delivers specialized software solutions and services for third-party logistics providers (3PLs) and business that manage their own transportation needs.

The first stage of the new identity has begun today with the launch of the corporate logo and the Services, and the software Solutions brands. The common message across the Nulogx Software and Services business units is the tagline "*Delivering Real Return on Logistics*".

Under the [Solutions](#) brand, Nulogx will deliver a portfolio of software solutions that create value by simplifying the management of transportation processes through comprehensive planning, optimization, execution, visibility, and financial settlement.

Under the [Services](#) brand, Nulogx will focus on *Delivering Real Return on Logistics* to customers utilizing the Nulogx flagship Transportation Management System (TMS) as well as the solutions from its [strategic partners](#).

The second stage of the new identity will usher in the next generation of the Nulogx Transportation Management System (TMS) scheduled for release in spring 2006.

About Nulogx

Nulogx Solutions automate shipping processes for third party logistics companies (3PLs) and shippers in public and private sector markets worldwide. Customers plan, optimize and execute freight movements across multiple modes, borders, and enterprises to ensure the most cost-effective movements, best carrier selection and on-time deliveries.

Nulogx Services utilize the proven TRACK Implementation Methodology™, which significantly enhances customer service, reduces total cost and accelerates profitability. Nulogx professionals provide practical experience and expertise that *Deliver Real Return on Logistics*.

Nulogx is an **IBM Advanced Business partner**
Nulogx TMS has achieved **IBM ServerProven status**
Nulogx TMS is built for the **IBM Series i5**

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