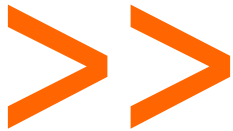


Truckloadrate.com specializes in providing the most current and accurate online rate information and analysis for truckload carriers delivering goods and services in the continental United States and Canada. Website visitors can view graphical charts highlighting the average national rate, fuel surcharge average by segment, and total rate history by segment. Subscribers to truckloadrate.com have unlimited access to search the market rate for any given lane within the U.S. and Canada and also get state inbound/outbound rate history.

- Over 5,000,000 rates served annually
- Rates based on 12,000,000 freight bills
- Segmented by dry van, refrigerated and flatbed carriers
- Rates refreshed and updated monthly



- Truckload carriers rely on truckloadrate.com as a strategic partner to review pricing and to help identify lanes most profitable for their business
- Analysts say that truckloadrate.com is "right on the money" and provides the industry's only comprehensive and segmented source for accurate rate trending



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### View Charts >

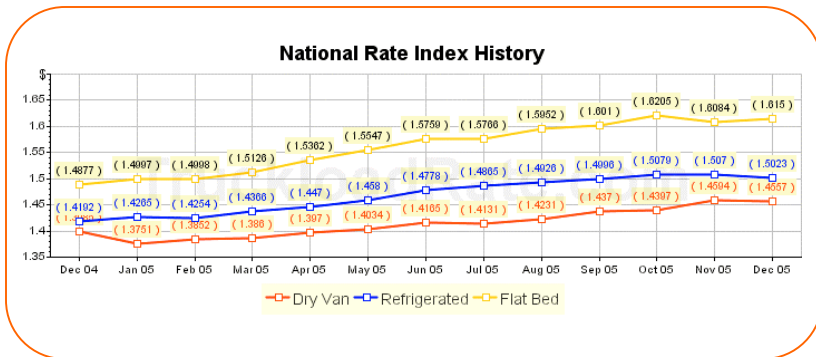
### Rate Search >

## View Charts >

View graphical charts for:

- National Rate Index
- Fuel Surcharge Average by segment
- Total Rate History by segment

A free informational resource to truckloadrate.com visitors—updated monthly.



## Rate Search >

Truckloadrate.com's Rate Search is a monthly subscriber service that provides members unlimited access to the search engine that provides the industry average or "market rate" on any given lane.

- Gain instant knowledge of market rates to command fair rates
- Easily identify lanes ready for a rate increase
- Negotiate better rates
- Quote rates with comprehensive intelligence
- Prioritize sales and marketing efforts
- Understand the profitability of different lanes
- Analyze new lanes and move into new markets
- Reallocate resources to more profitable lanes

Origin: TX City: DALLAS Zip: 75201 -Change-

Dest: CA City: SAN DIEGO Zip: 92101 -Change-

Retrieve the average fuel price along this lane.

Submit Changes Reset Delete DALL-SAN Equipment: Van

Rate		Today's Fuel Prices (Net IFTA)	
Average Rate	1.39	Average	2.37
Minimum Rate	1.26	Minimum	2.26
Maximum Rate	1.43	Maximum	2.50
Spread	0.07	Spread	0.34
Fuel Surcharge	0.30	Est. Cost @ 8milgal	0.40
Total Charge	1.69	Miles	1,355.3
		Revenue	2,293.46
		Est. Fuel Cost	\$42.12
		Margin	1,748.34

Miles are PCT/Miler Practical



And now—the average cost of today's fuel on the requested lane provides extra knowledge to help you identify those lanes which have the largest spread between the rate and the cost of fuel.

Miles for the requested lane are also shown to identify revenue and margin.

# How Rate Search Works > 1

Members of **truckloadrate.com** pay a monthly fee of \$29.95 to receive unlimited access to the rate search tool and also get state inbound/outbound rate history information.

- Rates are compiled based on data supplied by top truckload carriers representing the major market cities in the United States and Canada.
- Rates are compiled for each of three categories: dry van, refrigerated and flatbed
- Rates are based on current and actual freight bills, over 12,000,000 freight bills are used to calculate the rates
- **Data is refreshed and updated once a month**
- Subscribers receive a monthly email notification of data updates
- Technical support and customer service included

**1** The Rate Search allows you to specify any lane within the United States and Canada. You can enter a city name and the search tool will lookup the closest spelling to that city and populate the available zip codes for that city. Once a zip code is entered for both the origin and destination, the Rate Search will produce a rate. Alternatively, if you already have a specific zip code for an origin and/or a destination, that can be entered for a zip code specific lane query.

The Rate Search also allows you to specify the equipment type that you would like the rate to be produced for and allows you to save your lanes for future queries once the monthly refresh of data is available.

**2** For each lane and category (dry van, refrigerated, flatbed), the following statistics are provided and are updated once a month:

- Average expected rate per mile, the “market rate” (not including fuel surcharge)
- Minimum expected rate per mile
- Maximum expected rate per mile
- Spread (the difference between the minimum and maximum)
- Fuel surcharge per mile
- Total rate per mile (fuel surcharge + average rate)

Rate	
Average Rate	1.39
Minimum Rate	1.36
Maximum Rate	1.43
Spread	0.07
Fuel Surcharge	0.30
Total Rate	1.69

Today's Fuel Prices (Net IFTA)	
Average	2.37
Minimum	2.26
Maximum	2.60
Spread	0.34
Est. Cost @ 6mi/gal	0.40
Miles	1,355.3
Revenue	2,290.46
Est. Fuel Cost	542.12
Margin	1,748.34

Miles are PC\*Miler Practical

**3** The average cost of fuel is optionally included on the requested lane to provide even more knowledge to help you identify those lanes which have the largest spread between the rate and the cost of fuel. Also shown are total miles on the requested lane in PC\* Miler Practical Miles.

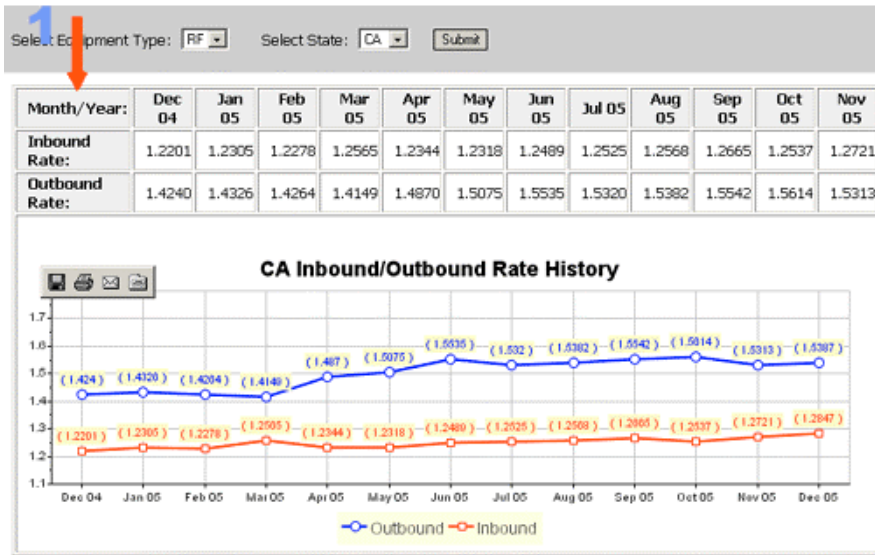
**4** Once the Truckload Rate Index is refreshed monthly, you will be notified by email of the data update. The User Saved Lanes feature allows you to save the lanes of most interest to you, and quickly retrieve this data at one click of the mouse, rather than having to manually enter this information.

“This is a very good service— it has helped me the times I needed to utilize it...good site and very good customer relations.”

Jack Sackis  
ELITeXPO Cargo Systems

truckloadrate.com™

# Inbound/Outbound State History Info >



"Secured contracts for both lanes!  
Thanks."

Michael Casparian  
M Caspar Transportation LLC

1 Your account also includes the inbound/outbound state rate history graphed for you. A graphic representation of the seasonality of the state inbound/outbound rate information easily identifies trends for business intelligence.

"Good website and easy to use."

Scott P. Gallagher  
Cornhusker Motor Freight



Date→	May 2004		Apr 2004		Mar 2004		Feb 2004	
State↓	IN	OUT	IN	OUT	IN	OUT	IN	OUT
<a href="#">AB chart</a>	2.1934	1.0080	2.0030	1.2415	2.0433	N/A	2.0004	1.1406
<a href="#">AL chart</a>	1.2177	1.4380	1.1850	1.4221	1.1660	1.4197	1.1668	1.4065
<a href="#">AR chart</a>	1.1957	1.4444	1.1495	1.4230	1.1823	1.4260	1.1679	1.4036
<a href="#">AZ chart</a>	1.4981	1.1557	1.4576	1.0837	1.4421	1.1180	1.4280	1.1244
<a href="#">BC chart</a>	N/A	N/A	1.4205	N/A	1.4161	N/A	1.3840	N/A
<a href="#">CA chart</a>	1.2319	1.2347	1.2034	1.2246	1.1944	1.2035	1.2092	1.1868

2 Also included is a spreadsheet of all state inbound/outbound rate history. Seasonality trends and demand are easily identified by following the rate history across all states. Use this data to compare your current rates with the inbound/outbound state rate history spreadsheet.

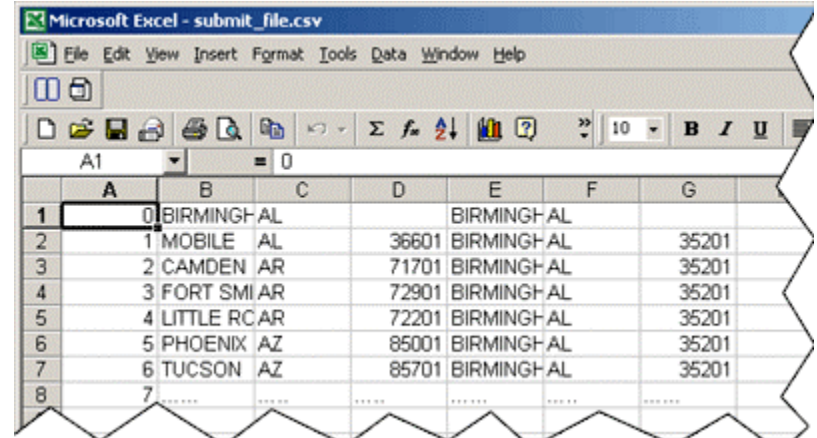
# Multi-Lane Rate Search >

This service allows users to submit a comma separated value (csv) spreadsheet file of lanes via the website and **truckloadrate.com** will automatically populate that file with the current rate information. This is the same rate information as you will find in the Rate Search. This service allows users that require truckload rate index information on a large number of lanes and has been developed at the request of **truckloadrate.com** customers who don't have the time to query large volumes of lanes when working on studies, bids, etc.

This service is for an additional fee to **truckloadrate.com** subscribers:

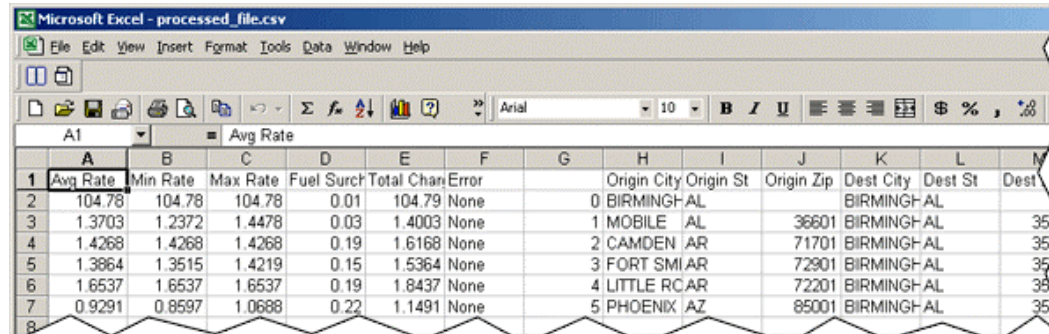
- The cost is \$50.00 for up to 1,000 lanes and \$0.05 per additional lane after 1,000 lanes.
- A file with 2,000 records would be \$100, a file with 2,050 records would be \$102.50, etc.
- This fee will be charged to the credit card that is billed for your subscription.

1. Example of your spreadsheet of lanes to be processed:



	A	B	C	D	E	F	G
1	0	BIRMINGH-AL			BIRMINGH-AL		
2	1	MOBILE AL		36601	BIRMINGH-AL		35201
3	2	CAMDEN AR		71701	BIRMINGH-AL		35201
4	3	FORT SMIAR		72901	BIRMINGH-AL		35201
5	4	LITTLE RCAR		72201	BIRMINGH-AL		35201
6	5	PHOENIX AZ		85001	BIRMINGH-AL		35201
7	6	TUCSON AZ		85701	BIRMINGH-AL		35201
8	7	.....	.....	.....	.....	.....	.....

2. Once submitted through the website we will automatically process it and email back the file populated with truckload rate index information:



	A	B	C	D	E	F	G	H	I	J	K	L	M
	Avg Rate	Min Rate	Max Rate	Fuel Surch	Total Chan	Error	Origin City	Origin St	Origin Zip	Dest City	Dest St	Dest	
1	104.78	104.78	104.78	0.01	104.79	None	0 BIRMINGH-AL	BIRMINGH-AL		BIRMINGH-AL			
2	1.3703	1.2372	1.4478	0.03	1.4003	None	1 MOBILE AL	36601	BIRMINGH-AL	35201			
3	1.4268	1.4268	1.4268	0.19	1.6168	None	2 CAMDEN AR	71701	BIRMINGH-AL	35201			
4	1.3864	1.3515	1.4219	0.15	1.5364	None	3 FORT SMIAR	72901	BIRMINGH-AL	35201			
5	1.6537	1.6537	1.6537	0.19	1.8437	None	4 LITTLE RCAR	72201	BIRMINGH-AL	35201			
6	0.9291	0.8597	1.0688	0.22	1.1491	None	5 PHOENIX AZ	85001	BIRMINGH-AL	35201			
7	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....

3. The files, once processed, will also be available for download in your **truckloadrate.com** account.

To submit a file, simply login to your account and go to the "submit file" page in your **truckloadrate.com** account.

"This is a wonderful service and I will definitely use it again. You have a great staff and thanks for expediting my data requests."

Michael Davis  
Sedlak



Visit [www.truckloadrate.com](http://www.truckloadrate.com) to subscribe today.