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**Platinum Cargo  
Logistics Inc.**

# Press Release

## **Platinum Cargo Logistics formally announces “We are open for business”**

Innovative new freight forwarder unveils vision statement and begins process of recruiting new licensee partners

**Denver, CO October 15<sup>th</sup>, 2008:** Platinum Cargo Logistics, Inc announced that they are formally beginning the recruiting and expansion phase of their planned growth cycle. At a board of directors meeting this past week, the company finalized plans to begin to recruit licensee partners across the nation.

30 year industry veteran Diana Bomar has been selected to head up the task of licensee recruiting. “We feel we have all the necessary parts to recruit high quality partners whether they be new start-ups or existing freight forwarder agencies,” said Bomar. “We have a unique approach because of our structure, our ownership and our contract.”

Bomar also drew attention to the company's new vision statement: “Our [Platinum Cargo's] vision is to create and support an innovative business environment to manage the delivery of transportation logistics services. If you look at what Platinum does for each of our stations, we have to remember that Platinum is in the business of helping other businesses succeed, not in the movement of freight. We believe that there are people out there who perform logistics services for their customers with amazing results. Platinum's job is simple – we just make sure they have what they need to get the job done.”

Bomar successfully recruited agencies for former employers and has a track record for successfully recruiting high impact agencies. Platinum president Kelli Spiri feels she's the best resource in the market. “If you look at our ownership, it's all the result of Diana's successful recruiting of dynamic agency owners. Diana inspired the trust in us that helped us all make the step into agency ownership and then she made sure we all were successful.”

**For immediate release**

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The ownership Kelli referred to is one of the strengths that Platinum believes it brings to the freight forwarding agency. Platinum's owners are all current licensee owners under contract. Chicago and South Bend (IN) station owners Ray Oleferchik and Bill Mancini round up the group of 4.

"We know that the direction this company is headed will be in the best interest of our licensees because we are all licensees and depend on the licensee business to make our livings," Spiri continued. "We will be concerned with the needs of our stations because we really are all in it together."

#### Information

Platinum Cargo Logistics was formed in July 2007 and currently has 4 stations, Denver, Los Angeles, Chicago and South Bend (IN). For more information about Platinum Cargo, please visit [www.platinumcargo.com](http://www.platinumcargo.com) or contact [diana.bomar@platinumcargo.com](mailto:diana.bomar@platinumcargo.com); or [kim.kruljac@platinumcargo.com](mailto:kim.kruljac@platinumcargo.com) for more information about Business Ownership.