

OTR in '08



Following a successful year for our Over the Road division, Knichel Logistics is planning on improving our regional hauling for you even further in 2008. Be sure to keep Knichel Logistics in mind for your local to 300 mile range truckload movements and for all of your long-haul truckload and LTL freight in and out of the U.S., Canada and Mexico. Remember, we also handle van, temperature-controlled, flatbed, and drop deck shipping!

As you know, we do cover truckload shipments throughout North America, but now a greater emphasis is being made on regional hauling in order to enhance and strengthen our already broad carrier base. This focus will only optimize your experience with our OTR division as we continue to move ahead. Stick around to see even greater things to come from our OTR group. Thanks to you, our new LTL program grew substantially in 2007 so we anticipate more success on the horizon!

IMPORTANT!!

Please submit all payments to the New Remit To Address as of 7/16/07:

**KNICHEL LOGISTICS
P.O. Box 931636
Cleveland, OH 44193**

**Please send all other correspondence to our office address at:
5347 William Flynn Hwy, 2nd Floor
Gibsonia, PA 15044**



William Knichel officially announced his retirement from Knichel Logistics on 12/14/07. Bill will remain chairman, while his daughter, Kristy Knichel, will continue running Knichel Logistics as president.

Jonathon Krystek has been promoted from Manager of Rates & Pricing to Vice President of Operations, effective March 1st. Jon will be the driving force behind our daily operations, so expect to see some big changes for the better! Many thanks to Bill for his years of expertise and service and congratulations to Jon on his advancement!

Peak Season Intermodal Success

Through the use of innovative tactics and the underlying support of our major vendors along with considerable expense on our part, we were able to service our major eastbound customers without delays in the October to December period. A great deal of planning prior to busy season enabled us to get our customers through this period without interruption, thanks in large part to our decision to pay for empty containers to be positioned in key locations to circumvent the notorious equipment shortages during this time.

International Drayage

A new venture is on the horizon for Knichel Logistics! We plan on offering international drayage very soon. Our focus will be on the major ports, such as Oakland, Los Angeles, and the eastern ports. Since we have great relationships with the drays in these areas, we would like to extend this additional service to our customers.

Employee of the Month

A big congratulations goes out to the following Knichel Logistics employees for their hard work and stand-out performances during the final quarter of 2007. Keep up the great work and thanks for your help in making 2007 a great year!



September—Nicole Papinchak
(Financial Support)



October—Jodi Hall
(Intermodal Support)



November—Tina Nickl
(Admin. Assist. & Claims Manager)



December—Sheila Weatherly
(Rate Analyst)

KNICHEL LOGISTICS IN THE NEW YEAR

Get ready for 2008! Every year, new goals are set and new procedures are implemented to make doing business with us as smooth as possible. This year is no different so there's a lot to look forward to.

A major investment is being made in new software and hardware that will make us more efficient in many arenas. Management hopes to have imaging software up and running by the third quarter. What this means is that all of our customers will eventually have access to BOL's (bill of lading) and POD's (proof of delivery) online. They will be available to print at your convenience. In addition to those items, online viewing of customer aging is something that we are looking into setting up as well. The accessibility of this paperwork will eliminate yet another step for our customers in the shipping process.

An ongoing procedure will also be implemented by the third quarter in regards to our carrier base to cultivate the strongest and most reliable carrier group possible. At this time, our carrier base is strong but there is always room for improvement. We will be benchmarking all carriers utilized which means that we will be rating all aspects of their performance. At that point, we will add and remove carriers from a master list based on their evaluations and resulting scores. This system will ensure that only the best in the business will be placed in charge of your freight from the moment it is picked up until the last pallet is taken off of the truck. Knichel Logistics is committed to keeping our customers happy!

With the close of another year, we would like to express our gratitude to everyone who helped to make 2007 a success. To all of our customers, those who have been with us for years and those who have just recently become acquainted with our services, the entire Knichel Logistics team sincerely thanks you for your support. We would also like to thank you for making our new LTL program a success and for bolstering our OTR division to achieve new heights. Knichel Logistics is dedicated to continuing to provide you with superior services throughout 2008 and beyond.

Thank YOU!

It's almost time to celebrate our 5th anniversary!
On 4/28/08, Knichel Logistics will be 5 years old, which is a significant milestone for any young company to reach.

Customer Referral Incentive Program

As an added incentive to our customers, Knichel Logistics has a customer referral incentive program that gives our customers the opportunity to save on future shipments when they refer others to our services.

For every new customer referral that results in the referred company establishing credit with Knichel Logistics and moving freight with us, we will give the customer that provided the referral **\$100 off per load on their next 5 loads** with us, totaling up to a \$500 savings!

This is an ongoing offer that applies to any new companies that are referred, no matter how many. However, this offer **ONLY** applies when the referral establishes credit and moves product with Knichel Logistics.

Remember, you can take advantage of this offer many times over!! It pays to let others know about the perks of using Knichel Logistics!

Questions or comments? Email Ashley at abienia@knichellogistics.com or call 724-939-1048.