



Better Connections Drive More Opportunity

Industry leading companies launch new program to improve service and efficiency for owner-operators

Independent entrepreneurs are always looking for new ways to reduce overhead while growing their business at the same time. Very often though, those two objectives are in direct opposition to each other. Now, a revolutionary new program brings together three leaders in the expedited delivery space to provide courier companies and drivers with an exciting new opportunity for growth that also cuts operating costs.

The *Driver Direct™* program combines the powerful marketplace exposure of Courierboard.com, management expertise of SCI and industry-leading technology from Datatrac® Corporation. When this new service launches in the third quarter of 2010, independent contractors will be able to directly market their services to Datatrac-empowered carriers in both current and new service areas.

Under SCI's management, ICs will be able to acquire a handheld computer that's ready to link up with Datatrac carriers right out of the box. Searching for available driving contracts on CourierboardDriver.com will connect the driver to companies that need their help. Drivers may also directly contact Datatrac-enabled carriers to inquire about available routes. Or, courier companies can search Courierboard for available drivers with these enabled handheld devices. Once the driving contract arrangements are complete and the driver is provided with secure login credentials, he or she can immediately go to work. Using the same device, the driver can connect with multiple courier companies to maximize productivity and efficiency.

Rob Slack, COO of SCI commented, "I go to at least six hearings each month concerning the IC classification issue. Every time the IC is working for multiple clients he is deemed to be a true IC. The Driver Direct program reduces courier employment liability while creating new opportunities for ICs and couriers to develop or expand profitable relationships". Drivers will recognize both short and long-term cost savings from owning the technology, rather than renting hardware, while gaining access to potential new business partners.

With the industry's largest driving contract board for ICs, CourierboardDriver.com creating the forum where companies and drivers will connect, the program creates a specialized marketplace for those independent contractors. "Using the web to facilitate both the connection and the performance of the work gives IC drivers access to more business opportunities and really takes the technology in a new direction", said June Hayford, COO of Courierboard.com.

Drivers will certainly benefit from the opportunity to handle more paying jobs, but the program also directly benefits the couriers for whom they will be working. Datatrac CEO Garland Duvall points out that Driver Direct keeps carriers focused on their core business rather than managing mobile workforce technology. "Carriers can reduce or eliminate the need to purchase and maintain driver handhelds, while encouraging competition that can ultimately cut their operating costs."

Launched in conjunction with the MCAA annual conference, reservations for Driver Direct will be accepted beginning June 1st. Drivers can visit <http://www.datatrac.com/ic> for more information and opt to be added to the reservation list. As the program ramps up in the coming weeks, both couriers and ICs will begin to benefit from the network effect that will ultimately lead to better service, lower cost and improved profitability.

About Datatrac Corporation

Datatrac Corporation has been helping shippers and carriers grow revenues by maximizing logistics efficiency for over 30 years. With their real-time logistics network and practical technology solution, Datatrac is driving to eliminate inefficiency from the complete delivery cycle. Learn more by visiting www.datatrac.com or call 800-827-2677. Follow "DatatracCorp" on Twitter for the latest news updates.

About SCI

SCI presently has over 350 active Courier Company Clients with over 10,000 Independent Contractor Drivers under contract. In 2001, SCI was awarded the Vendor of the Year Award by the New York State Courier Association for the high quality of services and support SCI has provided to the Courier Industry.

About Courierboard

Courierboard.com is the Online Delivery Network designed to bring companies with shipments together with hundreds of professional courier companies throughout the U.S. and Canada. Courierboard's network has over 1,200 member companies including couriers, shippers, 3PLs, freight forwarders, and companies needing delivery services for their business. CourierboardDriver.com, with over 14,000 registered drivers, is a free website where drivers can post their availability and search for driving contracts posted by companies needing drivers