



## **FOR IMMEDIATE RELEASE**

### **Priority Distribution Inc (PDI) signs definitive agreement with sporting goods retailer**

**October 29, 2008 (East Brunswick, NJ)** - Priority Distribution Inc., a leading provider of transportation management services and logistics technology solutions, today announced that they have entered into a definitive agreement with a nationwide sporting goods retailer to provide innovative transportation solutions in support of this retailer's rapidly growing business.

While the details of this agreement are still confidential it can be said that the services to be provided include strategic solutions to streamline the flow of inbound products (mostly sourced off-shore) through the company's domestic network. The focus of this service will be on vendor inbound to store delivery and will include returns management. The objective is to by-pass, to the extent possible, the company's domestic DC network and flow the product more directly to stores. The benefits will be lower transportation costs, shorter order-to-delivery cycle times, reduced inventory, and extended use of the company's existing distribution infrastructure. Initially, the service will be focused on several regions throughout the U.S. and then rolled-out to other regions as the benefits of this innovative solution are demonstrated.

To learn more about PDI, please visit [www.pdi3pl.com](http://www.pdi3pl.com)

## **ABOUT PRIORITY DISTRIBUTION INC**

Priority Distribution Inc. (PDI) is a non-asset based third-party logistics (3PL) provider. Founded in 1987, PDI provides the coordination and management of all major modes of transportation supported by its proprietary transportation management system (TMS). PDI's services range from optimal network solutions to high-quality brokerage services. PDI's Centralized Service Center provides a single point of contact linking all components of a customer's supply chain into an efficient, cohesive network.

## **CONTACT**

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