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InMotion Global Chosen by Natural Balance as Nationwide TMS System

Natural Balance, Inc., one of the world's largest pet food manufacturers, selects InMotion Global TMS® to manage nationwide logistics operations.

Saint Petersburg, FL – February 5, 2013

InMotion Global, Inc., (IMG) today announced that Natural Balance Pet Foods Inc., an industry leading manufacturer & distributor of healthy pet food products, has chosen InMotion Global TMS™ as their nationwide transportation management technology. Natural Balance chose the ENTERPRISE version of InMotion Global TMS™ to manage all logistics operations in the United States. InMotion Global TMS™ is unique in that it is the world's only totally free enterprise level TMS system.

Tim Higham, President and CEO of InMotion Global said, "Natural Balance is a sophisticated enterprise with highly trained logistics professionals running their daily transportation operations. For InMotion Global TMS™ to be chosen as their national logistics system is another feather in our cap. It provides further evidence that our totally free patent-pending TMS technology can go up against the top tier industry leaders and win the race outright on our feature set and capabilities".

InMotion Global TMS™ is used today by a multitude of shippers, the largest of which is a \$7 billion US based food shipper with 87 distribution centers and three regional logistics offices. Large shippers use the ENTERPRISE version of InMotion Global TMS™ which offers many of the same features and functions as other systems that can cost several million dollars to buy and implement. Small to mid-market shippers use the LITE version of InMotion Global TMS™.

Stuart Kowarsky, V.P. of Operations at Natural Balance Pet Foods, Inc. stated, "As we posture Natural Balance for continued growth over the next several years we were in search of a Transportation Management Solution that would fit not only with the tools and capabilities required but also with the culture and size of Natural Balance. It was evident that IMG's Team was the correct choice as they made us feel confident and comfortable from the early stages of managing the project thru training and implementation stages.

Higham stated; "Our guiding principle for InMotion Global TMS™ has been, 'making the complex simple.' In keeping with that line of thinking, we have made InMotion Global TMS™, which is now in its fourth iteration over 10 years, even easier to use and *free of license cost* to any user, anywhere in the world. To utilize InMotion Global TMS™, a shipper just needs to login



from any web browser to use the system. It supports unlimited locations, offices, users, divisions, and transportation modes”.

Chris Parker, CIO at InMotion Global said; “Over the years, we have developed InMotion Global TMS™ - ENTERPRISE to manage complex freight moves, provide load optimization, point-to-point routing, load tendering, load tracking, settlement, accounting, reporting, and almost any other function a logistics expert can think of. Our latest enhancements uniquely facilitate optimized shipping and internal cost reductions. Our patent-pending technology relieves shippers of inefficient logistics processes and does it for zero cost to the user.”

Kowarsky added; “For a company such as Natural Balance Pet Foods, Inc. where customer service & food safety is a key factor to the business, it’s vital that we have full visibility of our shipments at all times.”

About InMotion Global, Inc.

InMotion Global, Inc. provides the industry-leading and patent-pending Transportation Management System, Ascend TMS™ with its companion web-based load tracking portal LoadLink™ to thousands of shippers, 3PL’s and asset carriers in 19 different countries across the United States. Ascend TMS™ is the only TMS software that provides a true enterprise level TMS solution at zero cost to users. InMotion Global’s TMS software manages logistics operations for multi-billion dollar international corporations as well as small sole-proprietor based businesses. InMotion Global, Inc. is partially owned by Palm Beach Capital (www.PBCap.com), a large Florida based private equity firm. InMotion Global, Inc. has been headquartered in Florida since 2002. Learn more at www.InMotionGlobal.com.