



POWER2SHIP'S MOBILEMARKET™ INCREASES CARRIERS' CAPACITY UTILIZATION AND ENHANCES OPERATING EFFICIENCY **Proprietary application determines future available capacity to keep trailers full and in transit**

Power2Ship, Inc. (OTC BB:PWRI), an Application Service Provider for the freight transportation industry, is targeting North American carriers to discover the benefits of its evolutionary asset management tool, the Power2Ship (P2S) MobileMarket™. The P2S MobileMarket™ is a proprietary internet-based solution that processes real-time information to enhance supply chain effectiveness and drive cost out of the transportation industry.

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The foundation of the P2S MobileMarket™ is the Continuous Movement Tool (CMT) – an internet-based asset management system that identifies and tracks carrier assets. Once a carrier inputs data regarding its drivers, tractors, trailers, and current moving loads, the CMT processes this real-time information and dynamically predicts when and where a carrier asset is going to be located once it has delivered its current load. Shippers using the P2S MobileMarket™ can instantly identify this – future available capacity, – view the carriers' prices, and choose the closest available carrier at the best price.

– Carriers want to utilize their equipment more efficiently and generate more revenue-producing miles, – says Power2Ship president Michael Darden. – The P2S MobileMarket™ enables carriers to maximize capacity by tracking their assets and displaying their future availability to shippers. –

Carriers can use this information to locate their own assets for their own sales efforts with existing customers, or they can display those assets to the P2S MobileMarket™. The next load found by either the Member-Carrier's sales efforts or by a P2S Member-Shipper's use of the P2S MobileMarket™ creates the continuous movement of the Member-Carrier's asset.

P2S Member-Carriers are given free, unlimited use of the CMT, which can be updated in one of three ways: manually, electronically through a P2S GPS, or through a data feed transmitted from the Member-Carrier's equipped truck. By using Power2Ship's GPS and PDA, carriers and shippers – can also be notified automatically of any possible delays so they can proactively address potential problems. Power2Ship pays its – member carriers in full quickly and does not charge carriers any brokerage fees or sales commissions.

By offering a more efficient communication system, Power2Ship hopes to level the playing field for small to medium-sized trucking companies. – To compete effectively today, small and medium-sized carriers must utilize computer and wireless communication systems to enhance customer service and productivity and attract shippers to their service, – notes Darden. – With the P2S MobileMarket™, Power2Ship has removed the



barriers of entry and empowered these smaller carriers to compete with large carriers for truckload shipper's business.

About Power2Ship, Inc.

Power2Ship (P2S) is an Application Service Provider (ASP) that delivers supply chain, tracking and logistics information to the freight industry. Utilizing leading technology that is cost-efficient and user-friendly, carriers, shippers and their customers can optimize their supply chain (value chain) and increase profitability.

P2S Member-Carriers enjoy free, unlimited use of the P2S Asset Management Tool. The P2S vehicle tracking system, combined with the Asset Management Tool, provides real-time information on the location, destination and availability of transportation assets through the P2S MobileMarket. P2S membership encourages improved business relations between its members, resulting in a more efficient and cost-effective supply chain.

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