



Power2Ship and TruckersB2B Launching Marketing Campaign in Conjunction with Enhanced Corporate Web Site

Power2Ship, Inc. (OTC BB: PWRI), an Application Service Provider for the freight transportation industry, announced that it has completed the development and testing of the tools and infrastructure to support the marketing campaign to TruckersB2B's 16,500 fleets representing over 435,000 trucks. The new P2S Carrier Quick Start program will allow new Member Carriers to gain access to the Power2Ship MobileMarket and generate instant capacity for P2S Member Shippers. The Power2Ship website, www.power2ship.com, has been enhanced to provide our customers and investors with much more detailed information about the company.

(PRWEB) September 4, 2004 -- Power2Ship, Inc. (OTC BB: PWRI), an Application Service Provider for the freight transportation industry, announced that it has completed the development and testing of the tools and infrastructure to support the marketing campaign to TruckersB2B's 16,500 fleets representing over 435,000 trucks. The new P2S Carrier Quick Start program will allow new Member Carriers to gain access to the Power2Ship MobileMarket and generate instant capacity for P2S Member Shippers. The Power2Ship website, www.power2ship.com, has been enhanced to provide our customers and investors with much more detailed information about the company.

Michael Darden, Power2Ship's President stated, "We have recognized from our inception that achieving equilibrium between our Member Carriers' capacity and our Member Shippers' loads would be a fine balancing act. The fact that the transportation industry has been experiencing a tightening of capacity over the past few months makes our solution even more appealing to shippers struggling to move freight. Small to mid size carriers, representing the bulk of our members, still have the most underutilized assets. We expect that letting them know about our MobileMarket through the TruckersB2B launch should generate a significant increase in our number of Member Carriers." The marketing campaign is scheduled to begin in September.

Arnie Werther, Power2Ship's Vice President of Sales noted, "Over the past several months Power2Ship has made considerable strides in attracting large shippers to utilize the capacity generated through the MobileMarket. Power2Ship currently has over 1500 registered Member Carriers with capacity and 150 registered Member Shippers. We expect the TruckersB2B marketing launch, along with our enhanced, user-friendly, processing tools, to significantly increase our growth."

About Power2Ship, Inc.

Power2Ship (P2S) is an Application Service Provider (ASP) that has a patent pending system which provides supply chain, tracking and other logistics information to freight carriers (initially, trucking companies), shippers (companies sending or receiving freight) and their customers. This information, which instantly becomes accessible through PWRI's password-protected, web-based, MobileMarket, enables users to make better-informed, cost-effective logistics decisions. Since March 2003 PWRI has been assisting shippers find transportation equipment to move their inbound and outbound freight and track the freight while in transit. These services assist shippers to optimize their supply chain and reduce their transportation, warehousing and inventory carrying costs. Also, P2S provides carriers with free, unlimited use of a web-based, asset management system which tracks the location, destination and availability of their transportation equipment. In addition to helping better manage the utilization of their assets and drivers, available transportation equipment



that meets a shipper's requirements automatically is offered to shippers through the MobileMarket. PWRI receives a brokerage or transaction fee each time a shipper selects a carrier to move its freight through the MobileMarket.

Certain statements in this press release may contain forward-looking statements that are subject to known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements.

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