POWER2SHIPÂS MOBILEMARKETTM EMPOWERS SHIPPERS TO TRACK
IN-TRANSIT INVENTORY WITH REAL-TIME DATA
Technology bridges gap between shipper and receiver of goods

Power2Ship, Inc. (OTC BB:PWRI) an Application Service Provider for the freight transportation industry, publicly introduced the Power2Ship (P2S) MobileMarketTM, a dynamic data application that enables shippers to electronically identify carriersÂ unused capacity and track goods while in transit. The P2S MobileMarketTM 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 P2S MobileMarketTM provides an interface between shippers and carriers through its Continuous Movement Tool (CMT) Â an internet-based asset management system that identifies and tracks carrier assets. Carriers enter data regarding their 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 MobileMarketTM can instantly identify this Âfuture available capacity,Â view the carriersÂ prices, and choose the closest available carrier at the best price.

ÂUntil now, there was no way to keep up with in-transit inventory to manage the use of goods from the shipperÂs and receiverÂs perspective,Â says Power2Ship president Michael Darden. ÂPower2Ship has developed the technology to bridge that gap with the use of our real-time CMT and P2S MobileMarketTM.Â

When a Member-Shipper enters shipment details into the P2S MobileMarketTM, a results page of qualified carriers meeting the shipperÂs predefined load, performance, and pricing requirements is displayed. Shippers can access Key Performance Indicators (KPI) and historical performance information prior to selecting a carrier. In addition, shippers are automatically notified of potential delivery delays so they can proactively implement contingency plans, and adjust schedules.

Power2Ship also developed a proprietary PDA application that can generate an Electronic Bill of Lading (BOL) to allow for electronic signature capture at pick-up and delivery, as well as any exception notification collected from the driver. This information is communicated to the P2S MobileMarketTM and all parties involved in the transaction are instantly updated.

Member-Shippers are granted free access to the P2S MobileMarketTM until 2005; thereafter access is $99 per month, with no additional software or hardware requirements.

Power2Ship hopes its MobileMarketTM application will help stamp out inconsistent shipping rates and

operational inefficiencies that have contributed to higher transportation costs and lower profit margins for shippers and carriers. ÂShippers have been forced to look for alternative sourcing and transportation to remain competitive,Â says Darden. ÂWe believe the trucking industry can respond to this need to lower rates through the implementation of a more efficient shipping and communication system such as the P2S MobileMarketTM.Â

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. Power2Ship has been providing services to its members since April of 2003.

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 MobileMarketÂ. P2S membership encourages improved business relations between its members, resulting in a more efficient and cost-effective supply chain.

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