

# Eastern Connection™

## Driven to Deliver

A monthly report of Industry Developments

# Digest

February 2010



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### Driven to Deliver: A Note from our Founders

Back in 1983, we had a simple idea: Pick up parcels later than anyone, and deliver them via ground the very next day...Guaranteed. Offer a service that delivers on time, on target and right on the money. It was our "Ah-Ha!" moment. Over a quarter century later, as the largest

regional express parcel service on the East Coast with more than 2,500 customers, 500 employees and 100,000 parcels delivered each week, we still think it was a pretty good idea.

But we haven't forgotten our roots. As we celebrate 27 years of committed excellence in service to our family of customers, we are proud to continue to focus on our original vision even while we expand.

Our focus on ground transportation offers the most flexible, cost effective service in the industry. In an economy where every dollar counts, we routinely save new customers considerable amounts when compared to their previous year's shipping expense.

We have evolved to provide the most technologically advanced service available on the market, and strive to improve on this daily. This includes (but is not limited to) our Carrier Logistics operating systems, new sprinter vehicles and MC70 handheld wireless scanning devices. These system updates set us apart from our competition with an industry-best delivery efficiency rate of almost 99%!

As we look forward into 2010 and to hopefully better economic times, we are more driven than ever to go beyond the expectations of our valued customers. In our annual anniversary newsletter, we recognize some of our valued customers from over the years and look forward to the new ones to come.

Warmest Regards,

  
Jim Berluti - President/CEO  
Ted Kauffman - Chairman

**We're Showing YOU  
The LOVE Promotion**

Learn More Inside!



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# 27<sup>th</sup> Anniversary Edition

# Industry News

## INDUSTRY NEWS

### Rate Changes

Rate changes for both FedEx and the United States Post Office took effect Jan 4, 2010. FedEx Express and Freight rates increased an average of 5.9% domestically. Also in effect Jan. 4, the United States Post Office 5 cent price reduction for their domestic Priority Mail Flat Rate Envelope.

### OnTrac Launches Blog

OnTrac, a regional time-sensitive package delivery company, servicing California, Arizona, Nevada, Oregon, Washington and Utah, has begun a corporate blog. Through this medium they will share shipping tips and industry updates. To read their blog, visit <http://blog.ontrac.com/>.

## FROM OUR CUSTOMERS

Just a sample of our valued customers.

"Eastern Connection has lived up to our expectations. Our customers in the optical industry are happy with EC's ground service that delivers packages a day earlier and at earlier delivery times. Overall, EC is very professional in terms of its equipment and personnel. They take the delivery of every package very seriously and try to ensure our satisfaction." **Rob Belcher - HILCO**

"We love the next-day service, and the pricing is very good. One of the best things Eastern Connection does for us is handle pallet loads. Unlike the other carriers, you're 'all in one,' and we don't have to go through a separate freight arm of the company. You can pick up the pallet loads with our other deliveries and deliver everything the next day. It's a huge advantage and a great benefit." **Brendan Burke - City Sports**

"Byram Healthcare is a specialized provider of medical supplies to customers in their homes. We provide a high quality, reliable service, including knowledgeable customer service, accurate and high order fulfillment rates, third party expertise and comprehensive reporting. It is absolutely essential that we have dependable, accurate, and efficient delivery of our products. Since we started using Eastern Connection in October 2005, they have proven to be all of those things as well as an extremely cost effective alternative to other major delivery services. The personal service they provide is outstanding. I am very happy to have found Eastern Connection and look forward using their service for many years to come." **Joyce Powers - Byram Healthcare**

See MORE online at [www.easternconnection.com](http://www.easternconnection.com)!

**DID YOU KNOW....**  
THE FIRST DELIVERY  
EC MADE WAS ON  
VALENTINE'S DAY,  
FEB 14 1983!

# We're EXPANDING!



CHECK OUT  
OUR 4 NEW  
LOCATIONS!

Philadelphia, PA  
Allentown, PA  
Norwood, MA  
Saugerties, NY

## Featured NEW Locations

### Philadelphia Facility

The new Philadelphia facility, located at 700 Carpenters Crossing, Building 35 in Folcroft, PA doubles Eastern Connection's previous warehousing capabilities. The expanded facility size will allow Eastern Connection to sublease space to some of its customers, to help them with supply chain logistic needs. Also at this facility, Eastern Connection has entered into a sublease agreement with partner and regional carrier, US Cargo.

### Norwood Facility

Eastern Connection's new Norwood, MA facility, located at 290 Vanderbilt Ave, Norwood, MA 02062, is 12,000 sq. ft. The opening of the facility will allow for a more efficient MA delivery schedule by re-directing specific routes through Southeastern MA, increasing the capacity of MA based operations.

## Where We've Been...



Eastern Connection proudly attended the National Retail Federation's 99th Annual Convention & EXPO "BIG Show" in New York City. More than 17,500 engaged retail professionals from 62 countries were in attendance, with an impressive digital reach of over 70,000 professionals. The show provided excellent visibility for EC among the most recognizable global brand names retail has to offer.

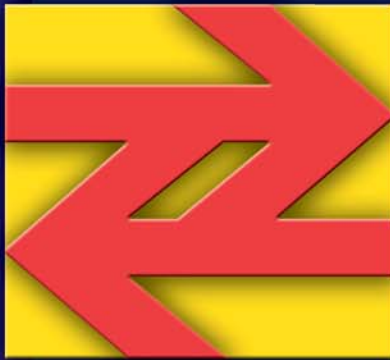
## Where We'll Be...

- Upcoming Trade Shows in 2010!
- Express Carriers Association (ECA) April 6-8, 2010, Dallas, TX
- Northeast Region Conference April 13-14, 2010, Boxborough, MA
- American Society for Clinical Lab Science May 5-6, 2010, Providence, RI
- Hauppauge Industrial Association May 27, 2010, Brentwood, NY
- Internet Retailer Conference June 8-11, 2010, Chicago, IL
- Parcel Forum Oct. 4-6, 2010, Chicago, IL

# We're Showing YOU The LOVE 27th Anniversary Promotion

Back by popular demand, we're continuing our "Dinner For Two" Anniversary promotion in conjunction with long-time client Legal Sea Foods. This year, 27 lucky winners will receive THEIR CHOICE of a Live New England Clam Chowder & Crab Cakes Dinner for two! Whichever you choose, the meal will be delivered compliments of EC. Simply visit [www.easternconnection.com/lobster](http://www.easternconnection.com/lobster) for more details and to register to win. Winners will be announced March 1, 2010.





# MORE EC NEWS



MC70 ROLLOUTS

## EC Technology Updates

The Eastern Connection operations team continues to implement state-of-the-art MC70 handheld wireless scanners to the network of EC drivers and independent contractors throughout our footprint. These advanced scanners allow for instant data upload to Eastern Connection's POD server, including an electronic signature capture upload. The MC70s ensure full shipment visibility throughout the shipping process for all of our valued customers.


Also, Eastern Connection has upgraded its internal operating system with Carrier Logistics. This system provides the necessary infrastructure and advanced technology needed for continuing excellence in service.



## EC Employees Rally to Aid Haitian Earthquake Victims

Following the aftermath of the recent earthquake in Haiti, Eastern Connection employees were quick to step up efforts to help here at home through the Doctors Without Borders charity. For every dollar spent, EC will match the amount up to \$5,000. If you would like to donate to Doctors Without Borders, please visit their website at: <http://doctorswithoutborders.org>

# Shippers Checklist

	 Eastern Connection™	FEDEX	UPS
Earliest Delivery	9 a.m.	10:30 a.m.	10:30 a.m.
Latest Pickup	11 p.m.	9:30 p.m.	9:30 p.m.
Ground Service	Nxt Day by 5 p.m.*	2, 3, 4 Days	2, 3, 4 Days
24-Hour Service	Yes	No	No
On-Time Record	98.6%**	N.A.	N.A.
Web-based Shipping & Tracking	Yes	Yes	Yes
Wireless Scanners	Yes	Yes	Yes
Money-Back Guar.	Yes	Yes	Yes
Weight	150 lbs	150 lbs	150 lbs

9 a.m. delivery to most metropolitan areas; 10:30 a.m. delivery to all other locations.

\*Lowest rates; industry "Best Value."

\*\*Believed to be industry best.



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