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FOR IMMEDIATE RELEASE

Corporate Traffic Logistics Creates Director of Corporate Communications Position, Promotes Marketing, Communications and Logistics Expert to New Post

Jacksonville, Fla. – Corporate Traffic Logistics, a third-party logistics provider celebrating its 20th anniversary this year, has created a new position—Director of Corporate Communications—to serve as the internal and external brand champion for the company as it continues to grow and thrive. Corporate Traffic Logistics has promoted its former Client Relations Executive, Lisa Diaz, to this position due to her wealth of knowledge and more than 10 years of experience in marketing, communications and the overall logistics industry.

“In this digital age where communication is instantaneous, having a director lead our communications activities and messaging was essential to our future success as we continue to expand into new markets and grow our business,” said Chris Cline, President of Corporate Traffic Logistics. “Whether it’s managing messages and communication processes internally or externally, the Corporate Traffic brand must be accurately and effectively communicated. Lisa’s enthusiasm for communications, and her passion for and experience in the logistics industry, positions her best for this new role and we are confident she will help advance our business.”

As Director of Corporate Communications, Lisa ensures that the Corporate Traffic brand is communicated and strengthened among the company’s various internal and external audiences. Internally, Lisa’s work is crucial to the company’s ongoing success as it continues to grow and recruit new talent. Lisa works with new employees to help them develop a solid understanding of the company brand and message strategy, and assists with all necessary training. An important part of this process is ensuring all current Corporate Traffic employees are presenting a unified message to all clients, carriers and vendors. Lisa is also responsible for further developing open lines of communication among all Corporate Traffic employees, from entry-level to senior management and from headquarters to branch and satellite offices, so that employees understand each other’s roles, functions and how all facets of the company work together. Externally, Lisa will continue her role of developing and executing corporate branding, communications and messaging strategies and tactics.

“During my time at Corporate Traffic, I have been very fortunate to experience many different sides of the business and to wear a number of hats around the office, all of which have culminated into the experience that will help me be successful for the company,” said Lisa. “I am excited about the opportunity to ensure strong brand management and effective execution of communications strategies.”

Lisa has been with Corporate Traffic Logistics for three years. Originally from Long Island, N.Y., Lisa has called Jacksonville home for a decade. Lisa currently serves as 2nd Vice President for the Transportation Club of Jacksonville, and is also very active in the University of North Florida’s Transportation and Logistics Program within the Coggin College of Business. In her free time, Lisa enjoys reading, working out, and spending time with her husband, Chad, and dogs, Georgia Marie and Buster Posey.

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About Corporate Traffic Logistics

Corporate Traffic Logistics, founded in 1992, is an industry-recognized leader in logistics and transportation services, including asset and non-asset logistics solutions, managed less-than-truckload (M-LTL) shipping, ocean services, expedited air freight, drayage and intermodal services. At Corporate Traffic Logistics, "Never Settle" is more than a motto. It's a quantifiable mentality that all our employees and partners employ to get our clients the results they need, when they need them.

For more information, please contact:

Joe Wolf

Dalton Agency

904.910.4454

jwolf@daltonagency.com

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