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News

SUPPLY CHAIN, LOGISTICS FIRM D.W. MORGAN PROFILED ON APPLE WEB SITE

iPhone maker describes D.W. Morgan as "Outpacing the big guys"

PLEASANTON, Calif., July 6, 2009 — A profile of the **D.W. Morgan Company** is featured in the Business section of the **Apple Inc.** Web site.

Titled "D.W. Morgan Revolutionizing Supply Chain Management," the presentation and accompanying video spotlight the supply-chain management and transportation logistics firm's recent global deployment of the **Apple iPhone** as its mobile communications platform.

The profile can be viewed at <http://www.apple.com/iphone/business/profiles/dw-morgan/>.

"It's a great honor to have our company profiled on Apple's Web site, along side Twitter, the MIT Media Laboratory, the Washington Post newspaper, several prestigious universities and research institutions and other notable businesses, entrepreneurs and artists who rely everyday on Apple's superior technology," said David W. Morgan, CEO and founder of D.W. Morgan Company.

The Apple Business story explains how D.W. Morgan developed and deployed an application for the iPhone to communicate **real-time shipment tracking reports** and recipient signatures to its global customer base.

The iPhone app is fully integrated into the company's ChainLinq[®] Suite of **transportation and inventory-management applications**, which ensures its clients a smooth passage over that critical "last mile" of the supply chain. Customers can receive instant GPS updates and shipment status reports, as well delivery signatures from anywhere in the world.

The profile describes D.W. Morgan as "outpacing the big guys" in terms of technological innovation. It also depicts Morgan as "greening the supply chain" through its elimination of paper way bills, and cites the example of shifting Mattson Technologies' product transportation from air to ocean and reducing the carbon footprint, which was made possible by better information visibility.

David W. Morgan, CEO and founder of D.W. Morgan Company, is quoted in the story: "The iPhone is not a game changer. It's an industry changer. It changes the way that you can interact with your customers. It changes the way that you can interact with your suppliers. And it moves the idea of real time from a piece of paper onto the Internet. And that's huge. Everybody will need to do this or be left behind."

David W. Morgan also said: "We introduce the ability to eliminate stress from your supply chain. All enabled by the iPhone."

The story quotes Grant Opperman, president and chief strategy officer, as saying: "We move critical inventory for some of the most high-value, complex supply chains in the world. For our customers, the information is as important—or sometimes even more important—than the actual goods inside the boxes."

The company's iPhone app programmer, Binh Ly, says: "We're delivering something that's not only totally new, but better."

David W. Morgan closes out the video by saying: "The iPhone has enabled D.W. Morgan to do great things. But we haven't found all the things it can do yet. In six months, who knows what we're going to do? There are going to be some incredible breakthroughs."

The Apple profile illustrates the technological innovation and flexibility D.W. Morgan employs to not only create efficiencies and save its clients money, but to reduce the carbon footprint for the company and its clients. The iPhone and iPhone app allow the company to effectively manage its global network of dedicated and Morgan-managed assets, which stretch across North America and to manufacturing and distribution locations in Asia, Europe, Africa and Latin America.

About D.W. Morgan Company

D.W. Morgan Company helps the world's top manufacturers provide Supply On Demand® for their clients. By combining transportation management and logistics services with a flow of coordinated, real-time information and strategic consulting, Morgan dramatically improves efficiency and reduces costs—while maximizing flexibility. Since 1990, Morgan has served a Who's Who of leading businesses, including Cisco Systems, Lockheed Martin and Applied Biosystems. Morgan has received numerous industry awards and has twice been named Cisco Systems Supplier of the Year. Morgan is certified as a Corporate Plus™ minority-owned business by the National Minority Supplier Development Council. The company's headquarters is located in Pleasanton, Calif., and it has regional offices throughout the United States. Morgan maintains operations in Singapore, Malaysia, Hong Kong and South Africa, and provides services to more than 85 countries worldwide. To learn more about Morgan's products and services, please visit www.dwmorgan.com.