

Contact: Kalie Standish
Phone: (619) 814-2370
Email: kstandish@CookandSchmid.com

**DAVID W. MORGAN NAMED A 2010 'PROVIDER PRO TO KNOW'
BY SUPPLY & DEMAND CHAIN EXECUTIVE MAGAZINE**

Recognized for third year; Noted for industry insight and company's ability to thrive in downturn

PLEASANTON, Calif., February 24, 2010 — David W. Morgan, founder and CEO of The D.W. Morgan Company has been named among 2010's Provider Pros to Know by *Supply & Demand Chain Executive* magazine. This is the third year Morgan has been named to the prestigious list.

For the past 10 years, the listing has honored supply chain professionals who distinguish themselves through thought leadership as well as tangible business accomplishments. This year's selection process paid particular attention to the nominees' insight and skill for managing supply chains in a recession.

Morgan was recognized for his philosophy for helping his customers better manage their supply chains, and for his ability to nearly double his own company's revenues in a tough economy.

"Recessions are actually opportunities for those companies that can provide superior value and efficiency," said Morgan. "In booming economies, there's a hesitance to change. In a recession, customers are motivated to take new steps that promise to create new value."

Morgan ensured that his company created value for customers by providing specific in-demand services, and by uniquely promoting their 'last mile' infrastructure to coordinate activities in all the endpoints of the supply chain, worldwide. The company dramatically expanded operations in 2009, adding dedicated truck services in Thailand, Mexico and China to its on-the-ground operations in the world's key manufacturing centers.

"Our goal with the annual Practitioner Pros to Know listing is not only to highlight outstanding Supply Chain executives and their accomplishments but also to turn a spotlight onto the initiatives that leading organizations are undertaking to give their companies a competitive advantage as the economy emerges from the Great Recession," said Andrew K. Reese, editor of *Supply & Demand Chain Executive*. "These executives serve as role models for other Supply Chain practitioners looking to bring their own organizations through these turbulent times."

Morgan was also honored with the distinction in 2006 and 2008.

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 2 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 in more than 85 countries. To learn more about Morgan's products and services, visit www.dwmorgan.com.

About *Supply & Demand Chain Executive Magazine*

Supply & Demand Chain Executive is the executive's user manual for successful supply and demand chain transformation, utilizing hard-hitting analysis, viewpoints, and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage. On the Web a www.SDCExec.com.