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# News

## **D.W. MORGAN NAMED TECHNOLOGICAL INNOVATION FINALIST IN 2010 IFW AWARDS**

*Supply Chain and Logistics Company Receives International Recognition  
for Photo Feature Added to its Proprietary iPhone Application, ChainLinq Mobile*

**PLEASANTON, CA, August 9, 2010** — D.W. Morgan Company has been named a finalist in the 2010 IFW Awards competition in the technological innovation category, the latest of several industry honors its received this year. The IFW Awards recognizes best practices for delivering excellent service in the freight and logistics industry. Now in its 14<sup>th</sup> year, the annual awards program is produced by London-based industry publication *IFW*.

Honored for the "In-App Photo Capture and Upload Feature" developed for its proprietary iPhone application, Morgan is one of only six international companies to be shortlisted in the technological innovation category. The feature enables Morgan drivers to upload and share photos of damaged shipments, travel conditions and packing solutions in real-time. It was added to Morgan's existing iPhone application to expand its capabilities to deliver up-to-the-minute visibility on every project by tracking shipments, recording pickups, capturing signatures, and pinpointing GPS locations.

"We are dedicated to finding the most innovative ways to optimize our clients' supply chains, so we chose the iPhone platform, which has subsequently opened the floodgates for even more innovative business uses," said D.W. Morgan Founder and CEO David Morgan. "The photo feature, which we actually developed at the request of our drivers, has significantly improved trouble-shooting, project management, and communication with staff, vendors, and clients around the world. It's also industry first—no one else has live, online photos of shipments."

IFW judges saw a record number of entries for the awards this year. Finalists are invited to attend the IFW awards gala on October 28 in London, where the winners in each category will be announced.

### **About D.W. Morgan Company**

D.W. Morgan Company helps the world's top manufacturers provide Supply On Demand<sup>®</sup> for their clients. By combining transportation management and logistics services with 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, Ericsson and Life Technologies. Morgan has received numerous industry

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awards and has been named a Cisco Systems Supplier of the Year three times. 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, mainland China, Thailand, Mexico, Hong Kong and South Africa. Morgan provides services to more than 85 countries worldwide. To learn more about Morgan's products and services, please visit [www.dwmorgan.com](http://www.dwmorgan.com).

### **About *IFW***

*IFW* is the world's leading freight and logistics news service. It is almost unique as it covers all modes of cargo transport, as well as the business of freight forwarders and logistics providers, including issues such as corporate strategy, human resources, property, IT and other break-through technologies. More information is available at [www.ifw-net.com](http://www.ifw-net.com).