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InMotion Global TMS® Patent Filed

InMotion Global, Inc., maker of InMotion Global TMS®, announces patent filing

Saint Petersburg, FL – March 29, 2012

A Non-Provisional Patent Application was filed with the U. S. Patent and Trademark Office for improvements in InMotion Global's system and method for facilitating optimized shipping in a Transportation Management System.

Tim Higham, President and CEO of InMotion Global said, "This is a ground-breaking moment in the history of InMotion Global. We initially created InMotion Global TMS® ("IMG") to use for our own transportation business. We soon realized that our customers would value this powerful tool and we expanded it to work for any type of organization. We have developed hundreds of features within IMG including LoadLink™, which is our web-collaboration portal, PhoneLink, our interactive voice response system, and CommonGround, which is our private, freight capacity network.

"Developing this new, patent-pending technology has been our development team's entire focus for more than a year now. Our guiding principle for this project has been, 'making the complex simple.' In keeping with that line of thinking, we have made our Transportation Management System even easier to use and free-of-cost to our customers. To utilize IMG, a customer only needs an internet connection to enter the load specs and we do the rest.

"Over the years, we have developed IMG to manage complex, multi-pickup and delivery loads, provide load optimization, point-to-point routing, load tendering, reporting and internet load tracking. Our latest enhancements to IMG uniquely facilitate optimized shipping. Our new, patent-pending technology relieves our shippers of the labor-intensive chore of finding capacity and further reduces their shipping costs by cutting out unnecessary deadhead miles."

InMotion Global's internal development team spent a year developing the system's patent-pending features. The team designed the system to optimize lanes thereby decreasing carrier deadhead miles and ultimately reducing the shipper's costs. A process that required hundreds of man-hours each year, now takes only seconds to perform. The system processes the shipper's load data, such as the pickup location and destination, commodity, and insurance requirements, and then instantly finds the capacity to move the load. The system displays the cost to move the load, and the shipper simply clicks the "Move Load" icon and the shipment is on its way.

"Our goal was to make the quote and order placement process as easy as possible for our shippers. This one-button method of processing loads is the ultimate in user-friendly applications," explained Mike Olson, InMotion Global Manager. "Our customers need information that is accurate and provided quickly. With our new system, the customer sees the lane rate or a market lane rate trend graphic, and is able to move a load with just the click of a button. Our carriers also benefit from this invention in that



one of its most valuable features is the ability to reduce deadhead miles. This keeps the carrier's costs down and, in turn, lowers the cost of shipping for the customer."

InMotion Global has been a leader in the Software as a Service (SaaS) arena since the beginning. The company's patent-pending invention takes the TMS concept to a new level of precision while keeping a complex, time-consuming process easy to use and simple to implement.

About InMotion Global, Inc.

InMotion Global, Inc. provides the industry-leading and patent-pending Transportation Management System, Ascend TMS™ with its companion web-based load tracking portal LoadLink™ to thousands of shippers, 3PL's and asset carriers in 19 different countries across the United States. Ascend TMS™ is the only TMS software that provides a true enterprise level TMS solution at zero cost to users. InMotion Global's TMS software manages logistics operations for multi-billion dollar international corporations as well as small sole-proprietor based businesses. InMotion Global, Inc. is partially owned by Palm Beach Capital (www.PBCap.com), a large Florida based private equity firm. InMotion Global, Inc. has been headquartered in Florida since 2002. Learn more at www.InMotionGlobal.com.