

## AXIS' SERVICE TO BROADCAST INDUSTRY GROWS SIGNIFICANTLY IN 2012

Axis Global Logistics has been delivering supply chain solutions to the broadcast industry for many years, but our service to the industry accelerated significantly in 2012. Earlier in the summer Axis coordinated multi-trailer loads of staging equipment for a major music awards event on the West Coast. This task included the time-sensitive pick-up of equipment from multiple sources and re-prioritizing loads to successfully deliver equipment per our customer's exact delivery schedule. Next we did a pick-up from two equipment rental companies on the West Coast which we delivered to the U.S. Tennis Association at Arthur Ashe Stadium in New York City for a major broadcast company. After these music and sports events we moved on to politics and provided logistics support to broadcasters at the Republican National Convention in Tampa, Florida, and then the Democratic National Convention in Charlotte, North Carolina. On all of these jobs Axis provided its on-site project management team along with its web-based on-line LogiView asset management system and AxisTrak transportation management system to successfully navigate the audit trail of equipment at each venue and to automate the reverse logistics strike process for the return of equipment back to its proper disposition. This proven process saved valuable time for our customers in that it streamlined their logistics process. This also gave our customers complete transparency and visibility every step of the way within their broadcast supply chain. In addition, Axis' ability to properly manage costs and invoice our customers by project was critical to our customer's accounting requirements. All of this ended up having a major impact on the bottom line of our broadcast industry customers.