

Colograpy Group Announces New Direction

Atlanta, GA USA (August 25, 2011) -- The Colograpy Group announced today the recent retirement of its CEO and founder, Ted Scherck, and a changeover in its ownership and management. The new owner and Chief Executive Officer, Mark Schoeman, is a thirteen-year veteran of The Colograpy Group, having served for 5 years as Vice-President, Dedicated Research Services. Speaking on the retirement of Scherck, Schoeman said: "Twenty-eight years ago, Ted Scherck, together with the late Cliff Currier, had the vision to see a need for empirically-based, actionable research to inform the decision-making of the rapidly emerging time-definite express delivery market. That need is even greater today than it was in 1983, and with the foundation established by Ted Scherck, The Colograpy Group has become an industry leader in serving the information needs of expedited transportation providers and shippers. I am committed to maintaining our unparalleled legacy of rock-solid research and to keeping pace with the dynamic, ever-evolving needs and priorities of the global logistics marketplace in the 21st century." Additionally, Mark Schoeman explained, "I aim to broaden and deepen The Colograpy Group's presence and to become the standard of excellence in our field. As shippers try to find ways to garner market share and reduce costs, The Colograpy Group can provide high quality, cost-effective research and consulting services to our clients. The ability to harness the high confidence level of our National Survey positions us very well to support customers with actionable results as they embark on new products, initiatives and expansions. This is a very exciting time for The Colograpy Group as it explores new ventures and directions in the global marketplace."

Mark Schoeman draws upon more than 20 years of experience in the domestic and international transportation industry where he has been involved in pricing, domestic and international business development, marketing and product development. Focusing on refining primary market research methods, developing proven statistical models and delivering actionable market information, Mr. Schoeman has assisted numerous clients with a wide range of strategic and tactical issues including: developing new services, understanding the critical buying factors shippers evaluate when using a carrier service, legal and regulatory submission, operational expansion and pricing strategies.

Often sought by leaders in the industry for his analysis of trends in the logistics field, Mark Schoeman was among those recognized with the *2010 Advertising Research Foundations Business To Business Gold Industry Award*, the *2010 Grand Ogilvy Award* for excellence in research and the *2010 North American Silver Effie Award* for research in the delivery product and service industry.

Founded in 1983, The Colograpy Group delivers primary research, strategic planning and new program development services to the global expedited transportation industry. Its suite of proprietary databases is based in large part on information gained from detailed interviews with a diverse spectrum of shippers. As of December 2010, The Colograpy Group, as part of its *National Survey Of U.S. Expedited Cargo*, has conducted telephone interviews with over 500,000 U.S. business establishments. Through these interviews, The Colograpy Group extracts vital market intelligence that clients worldwide use to boost profits, build market share and gain a competitive edge.

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