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FOR IMMEDIATE RELEASE

Unishippers Unveils New Subsidiary, Launch Logistics, on Route to Reach \$1 Billion in Revenue

One of Nation's Largest Shipping Reseller to Double Workforce in Salt Lake City

Salt Lake City, UT – On August 1, 2014, [Unishippers](http://www.unishippers.com), the nation's first and one of the largest small package and freight shipping resellers, officially started operating its new subsidiary, Launch Logistics, located in its hometown headquarters of Salt Lake City. The President is Joe Curtis, who has been serving as the Vice President of Sales for Unishippers since 2008.

Launch Logistics is intended to rapidly expand the company's salesforce and customer service expertise and operates alongside its accelerating franchise network, prompting further growth and hands-on learning that will benefit the entire franchise system. The subsidiary plans to hire 60 new employees by April, 2015. As a result, Unishippers expects to double its workforce in the state of Utah. In particular, the management team is looking to hire skilled professionals in sales, customer service, freight management and administration.

"Unishippers has made a substantial investment in this subsidiary to best support Unishippers' accelerating growth in 2014," said Joe Curtis, President of Launch Logistics. "We developed this new sales and service operation to yield significant productivity and efficiency gains in both sales and customer service. Launch Logistics provides great employment opportunities in the Salt Lake area and significantly better the franchise system as a whole. We're ecstatic to see our vision finally come to life."

The Launch Logistics team will be working closely with Unishippers franchisees and the franchisor to develop stronger solutions for both its customers and the franchisees' back office operations, making the shipping process smoother and more efficient. The new company will also reduce franchisees' cost to do business and increase overall efficiency as processes and technology solutions will be developed and field tested through Launch Logistics before they are implemented system-wide.

"Unishippers focuses on providing shipping services to the small to mid-size business market. This market is estimated at a staggering \$100 billion and Unishippers has a relatively small market share even taking into account our impressive growth over the past couple of years," added Curtis. "Launch Logistics will allow us to further expand into the space and reach even more small to mid-sized businesses that can undoubtedly benefit from our enhanced services."

For more information on Unishippers, visit <http://www.unishippers.com>. For information on Unishippers franchise opportunities, visit <https://www.unishippers.com/content/franchising/>.

About Unishippers

Founded in 1987, Unishippers has grown to the largest reseller of shipping services in the nation with more than 290 franchise locations. Headquartered in Salt Lake City, UT, the Unishippers concept is simple – work with major carriers including UPS®, Saia®, Estes, YRC Freight and UPS Freight® to handle the pickup, transport and delivery of customers' shipments. All the while, franchisees work to provide customers with service and support.

By leveraging the combined shipping volume of all its customers, Unishippers gets deeply discounted rates from its carriers, resulting in lower shipping costs. Unishippers serves more than 50,000 small to mid-sized businesses, and has been recognized as a top freight broker by *Transport Topics* and a top franchise by *Entrepreneur*, *Franchise Times* and the Inc. 5000. For information on Unishippers, including information on franchising opportunities and price quotes, visit www.unishippers.com.

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