

August 5, 2011

Priority News

Red News Notes:

- **Finalist! Priority** has been named a finalist for the 2011 Family & Private Business Awards sponsored by the Goering Center, University of Cincinnati. Winners will be announced 8/23/11.
- **New Hires –**
 - Brent Barteck, PT DEM Coordinator in TOL
 - Ray Snoke, On-Site Supervisor in GRR
 - Steve Pate, IT Manager
- **Additional --**
 - IT Contractor, Dave Batdorf
- **Retired – Good Luck!**
 - Congratulations Al Gutfranski upon your retirement; catch lots of fish!

Top of Mind:

Service – Superior Customer

Service will be best achieved when we stay committed to two priorities: High Quality Performance & Personal Commitment.

Efficiency – We will

continually strengthen our performance to ensure better execution.

Growth -- We will maintain

steady, sustainable, profitable growth for our Customers & our Company.

www.prioritydispatch.com

10 Reasons Why Customers Appreciate Priority Service Levels! Meeting Delivery Event Management™ goals through customer satisfaction....



Arlen Smith CVG Lg. Trucking



Steve Pate, New IT Manager



Dave Batdorf, IT Contractor



Becky Stidham, TOL Sch. Super.

Associates were recently asked if they could name an instance where Priority has gone above and beyond for our customers, and/or, if they could provide a reason why our customers appreciate our 'All-American' Service!™ Nine submissions were received from PDI employees, and as you will read, good customer service is the life blood of Priority, generating loyalty and repeat business. Dick Thomas, our Founder, is very proud of what his son, daughter and all of us have accomplished.

Arlen Smith: "For the last two years, a major trucking customer has asked us to provide a tractor trailer for their 'Children at Work Day.' We park a tractor trailer at one of their locations, along with a driver, so that the children can see what the inside of a truck looks like, and so that the driver is available to answer any questions. We have been praised both years for the cleanliness of our trucks and the politeness of our drivers."

Becky Stidham: "Our customers are loyal because of the personal connection and trust we build with each individual customer. We do more than pick-up and delivery, we build lasting relationships." Becky has been in GRR more in the past six weeks, than home. The GRR pharmacists have made note of her sacrifice; we, too, want her to know how appreciated she is!

Brian Surber: "Priority differentiates itself in the same day urgent transportation niche by taking a "holistic" approach to the client/vendor relationship. We extend value to our clients beyond consistent "on time delivery." Our Priority 360™ approach ensures we recognize/support the entire customer experience inclusive of: security; staffing; metrics; technology; security!"

Daniel Walter: "Our Customers are loyal to Priority because of the consistent, reliable service they receive from our associates, contractors and vendors. They have come to rely on us as a critical component of their supply chain. They have also formed solid relationships which deepens the trust with each business transaction."

David Castator: "When we bring on a new customer we develop a partnership with that account. We are not just a customer-vendor relationship. The customer very quickly comes to realize that we are serious about their business and want to do everything possible to help that customer become successful and grow. We partner with every aspect of their business. Once the customer realizes they have a true partner for the long term...they become extremely loyal to PDI... & DEMS...is how we achieve it!"

Geri Rouse: "Our customers know we go above and beyond their expectations, unlike our competitors. The new Michigan accounts are a perfect example of our superior customer service. From hiring 8 new associates in less than 3 weeks, to sending various staff members to the new sites, we've dropped everything 'to be the most efficient, secure Delivery Event Management™ Company in the Mid-West.' We've accepted our responsibility, and have done everything we could to ensure our customer received special treatment."

Joan Clement: "We respond to our customers in a timely manner with answers to help them. We work to the best of our ability to get their orders delivered on-time and to the correct place. They receive the most courteous treatment, along with helpfulness, to all questions asked!"

Patrick Cease: "We had a run back in the early 90's that was a pick-up at Burke Lakefront Airport going to the Cleveland Clinic. It was the middle of the night, and it was for a transplant. With a refrigerated box, two couriers met at the airport, and one followed the other to the clinic so we could ensure the package was delivered STAT. We probably did not make any money on this run, but we may have saved a life. Our services impact the community – they are far-reaching."

Tereasa Larkin: "I believe our customers are loyal to Priority Dispatch because they know we truly care, and will go the extra mile to provide Superior Customer Service. We listen to their concerns, answer their questions and resolve issues they may be experiencing. They like the fact that we are growing with technology and are able to meet their expectations."

Priority