

September 9, 2010

Priority News

Notes:

September - October
Brand/Marketing

- "What slice of the Priority PIE are you?"

-Light Bulb moments!
-Important experiences!
-Customer service!

In remembrance:

- 9/11 Victims and Families

-2001 – 2010 Priority supports all victims and families of 9/11
-We mourn the loss of all loved ones

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

Core Values..... "CLE: Partners in Excellence"

..... Customer Testimonial from Bill Sorell, USSCO



Pat & Jeff – "Partners in Excellence"

Dan Walter wrote, "Pat Cease and Jeff Humble ensure that the United Stationers product is delivered on-time every day. Their superior customer service has encouraged account growth; the USSCO customer experience has improved greatly during the transition of their deliveries to Priority Dispatch." Dan's comments came as a result of a recent testimonial from one of CLE's customers, USSCO (United Stationers Co. Inc.).

"I look at my reports religiously everyday/week. Shame on me for taking for granted that Priority is a given for a top performance in the on-time category. You have been a tremendous partner in this venture since we brought you aboard," --Bill Sorell, Area Transportation Manager.

There are many conditions that customers use when determining their transportation providers. Certainly pricing, timeframe for completion of deliveries, communication and overall experience help persuade the customer. They not only want to know what their working relationship will be like, they also want to be confident that their product has been entrusted into safe hands.

Bill's testimonial authenticates the fact that our system of shared values is important to him and USSCO. Core values – fostering our mission, integrity, professional and profitable growth – are long-term commitments that, when coupled with our business strategies and goals, guide us in making decisions and conducting business 24/7, 365.

Positive messages like this are uplifting to all of us. It demonstrates that the power of our performance can have a lasting effect on our customers. During the months of July and August we began a campaign to acknowledge that we are "Partners in Excellence." We are also an important ingredient of Priority's PIE with our customers...Bill's comments indicate just that.

Throughout the months of September/October, you will be asked to describe "Your slice of the Priority PIE." We'll be looking for "Associate Testimonials" that characterize personal insights and learning experiences. We're hoping that these results provide key feedback on the "Core Values" that make Priority unique compared to our competitors.

We all share responsibility for our company as a whole and for its results. It's our social responsibility to carefully protect the positive image of Priority and our fellow Associates. Be on the look-out for your invitation to share why you're a slice of the Priority PIE. We all think differently, and your comments may turn out to be the inspiration and driver for future Priority growth!!

Priority