

December 21, 2009

Priority News

Success Stories:

Holidays were celebrated -

- CMH – 12/9/09
- CVG – 12/16/09
- DAY – 12/16/09
- TOL – 12/17/09
- CLE – 12/18/09

Prepare for End of Year Driver Meetings –

- TOL – 1/28/10
- CVG – 1/30/10
- DAY – 1/30/10
- CLE – 2/13/10
- CMH – 2/13/10

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.

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Holiday Letter from the President – Jeff Thomas

The holiday season is upon us and I want to take the opportunity to thank you, our valued Associates, for your tremendous support in 2009!

While each center has faced a challenging economic climate this year, we are pleased that Priority has been able to help many customers continue to be productive while we assist them with their deliveries.

In addition, Priority, our company, made it a *priority* this year to continue to be involved in giving back to the community. We participated and volunteered in the American Heart Min-Marathon, the American Diabetes Association Walk-a-thon, the Ladies Distance Classic, and Peaslee Neighborhood Center, in addition to sponsoring a food and clothing drive for those who are experiencing hardships. We are thrilled that we have been able to fulfill many requests for assistance and that we have spread some good cheer during the holiday season.

In 2009 our new emphasis on superior customer service has begun to differentiate us, and we will continue to make this a primary focus in 2010. We will be expanding and interpreting our Vision statement, and Value Proposition. You are encouraged to visit our *Sharepoint* site every day – enhancements are made on a continual basis in order to better serve your needs as well as your personal and job goals.

In January and February each Delivery Center will hold its 2009 End of Year Driver Meetings. During this time Independent Contractors will be introduced to our new messaging and an IC Strategy Handbook that details Priority's Mission, Vision, Value Proposition, Core Values and Strategy for achieving The Execution Advantage. Your participation and involvement in implementing Driver Standards to "Provide superior customer service in successful Delivery Event Management™" will be vitally important

Best wishes for a happy holiday season and New Year! EVERYTHING AND EVERYONE COMMUNICATES at Priority, and your efforts in supporting our endeavors will help us accomplish long-term goals and aspirations for our company and our customers.

Priority