



**FOR IMMEDIATE RELEASE**

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For More Information Contact:

Jeanette Miller

[Jeanette@GrassRootsMarketingInc.com](mailto:Jeanette@GrassRootsMarketingInc.com)

813-786-6977

**BlueGrace Logistics iPhone Application First to Market:  
Mobile Freight Optimizer Provides Instant Shipping Quotes**

Riverview, Fla. (January 14, 2010) - BlueGrace Logistics, an innovative logistics, freight and transportation management provider offering leading edge technology, has released the first iPhone application to provide real-time access to shipping quotes. **BlueGrace Mobile Freight Optimizer** is a free application to calculate freight rates and transit times from multiple carriers.

“Simplicity is the future,” said Bobby Harris, President and CEO, BlueGrace Logistics. “The freight industry is traditionally complex, and we’ve removed the difficulty factor with a functional and efficient solution.”

With freight charges considered part of the cost of goods, reduced shipping rates provide sales reps an edge for highly competitive products. A staff of enterprising programmers developed the optimization tool and completed the process of registering the application with Apple. With no marketing other than curious iPhone users searching for logistics and shipping applications, BlueGrace has received more than 440 download requests.

Kintex Industries, a textile distributor based in Summerville, S.C., with warehouses and shipping destinations through the United States, has utilized the application for several months.

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“We offer a freight-sensitive product, and the application offers one source to receive rates and transit times from several carries,” said Sean Kiniry, owner of Kintex Industries. “It has improved customer service allowing us to give immediate quotes for full cost of product and shipping.”

Sales reps, traffic managers or shipping clerks can now access freight information while on the road, in front of customers or busy in the warehouse. From small parcel to full truckloads, the application can be used for any business requiring shipping.

To access the free iPhone application, enter the keyword “freight” in the Apple iPhone App Store. For more information on BlueGrace Logistics, visit [www.MyBlueGrace.com](http://www.MyBlueGrace.com) or call 1-800-MY-SHIPPING (800-697-4477).

### **About BlueGrace Logistics**

BlueGrace is a leading logistics, freight and transportation management provider offering leading edge technology. Quickly emerging as the nation’s most progressive logistics provider, BlueGrace offers best-in-class freight services to businesses throughout the United States including:

- Less than Truckload
- Truckload Services
- Air Freight
- Ocean Freight
- Parcel Shipping
- Logistics Management
- State of the Art Technology

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