



April 22, 2024

Dear Valued Customers,

We hope this letter finds you well. It has been our pleasure to serve as your go-to transportation provider in Atlanta, GA for nearly four decades. We greatly value your partnership and the trust you have placed in us over the years.

We are writing to inform you of notable changes upcoming for ATL Courier in 2024, namely transitioning our transportation management system (TMS), updated pricing structure, and new operating location. After careful consideration and analysis of our customers' needs, insurance and operational costs, and the quality of service we provide, our fortieth year aims to be our most significant ever! With such rapidly changing market trends, we want to be able to quickly adjust for the betterment of your business interests. For both our freight forwarding and direct shipping partners, we aim to improve competitiveness in your ability to secure business and offer better flexibility for you and your customers.

Regarding our TMS and pricing structure, these changes are set to go into effect on May 1<sup>st</sup>. The new TMS aims to enhance both driver and cargo visibility, optimize routing, and improve real-time communication with our customers, thus making our operation run more efficiently for you! In building our TMS, we have made some changes to our rate structure as well. We have added new specialized services, and for our direct shippers we have added time-sensitive van options for your highest priority shipments. That said, you will see modest increases in our local and base transportation pricing. We assure you that this adjustment is essential to maintain the high standards of service you have come to expect from ATL Courier. Specialty services such as white glove, inventory, warehousing, temperature controlled, routed/dedicated, and trailer rental will continue to be quoted based on availability and market variances.

On another exciting note, ATL Courier will be relocating its operation in late May/early June. After twenty years in our current space (and long outgrown), ATL Courier will be making the hop, skip, and jump a couple of miles across the highway into a space more conducive to servicing our customers with warehousing, distribution, inventory, and crossdocking needs. Once we are settled in, we would love for you to stop by and see what you have helped ATL Courier become!

We remain committed to delivering exceptional value and ensuring your satisfaction. Despite the rate adjustment, we are confident that our services, along with these operational improvements, will continue to provide significant benefits and contribute positively to your business. Please feel free to reach out to your account representative or me if you have questions or would like to discuss the upcoming changes further.

We genuinely appreciate your understanding and continued support as we navigate these adjustments together. Thank you for your trust and partnership. We look forward to continuing to serve you and contribute to your success.

Regards,

Bryan Hill  
General Manager