



The business-to-consumer lightweight package delivery business is a growing \$7 billion industry due to changing consumer and product trends.



Between 2 and 4 percent of all mail is either misrouted or undeliverable, which hurts cash flow and customer response, according to industry estimates. A typical delay for a misrouted first-class package is up to 21 days.

MEDIA KIT

Media Contact:

Whitney Ott
Streamlite

Media Relations
404.724.2504

wott@jacksonspalding.com



Media Contact:

Holly Noah
Streamlite

Director of Marketing
404.836.3996

hnoah@streamliteinc.com

www.streamliteinc.com



A single-point increase in customer satisfaction for a top 100 e-retailer has been shown to predict an average increase of \$89 million in year-over-year online sales, in spite of the recession, according to ForeSee Results' Spring 2010 Top 100 Online Retail Satisfaction Index.



Of the more than four billion prescriptions filled in 2008, 714 million (18%) were filled by mail-order pharmacies, which have been among the fastest growing channels for prescription dispensing over the past 16 years, according to the 2009 US Pharmacy Industry Report and Outlook, Pembroke Consulting.



QUICK FACTS

- Founded in Atlanta in 2005, Streamlite Inc. is a business-to-residential lightweight package delivery company that serves more than 150 customers through 20 distribution centers across the US.
- Initially founded as MailExpress Inc. in 2005, Streamlite launched Sept. 7, 2010, to better express the company's focus and unique positioning in the market.
- Streamlite partners with corporate customers in a variety of industries, including apparel and electronics retailers, financial services and business services firms like marketing communications and fulfillment, and mail order pharmacies with high-volume shipping needs.
- Specializing in the delivery of lightweight packages (under five pounds), Streamlite uniquely provides reliable, trackable, time-defined delivery (guaranteed in five days or less) at a low cost.
- Streamlite partners with the US Postal Service (USPS) for “last mile” delivery, combining Streamlite’s nationwide processing and distribution network with the USPS’ 240,000 routes to more than 137 million addresses for time-defined delivery at a low cost. Streamlite provides the USPS with in-depth delivery confirmation reporting to support the USPS’ efforts to continuously improve the last mile network.
- As an asset-light organization, Streamlite leverages existing transportation networks from commercial air to Less-Than-Truckload shipping (LTL) to the USPS, which limits the company’s carbon footprint.
- Streamlite’s cutting-edge OnTrack™ technology empowers team members to locate, intercept and redirect packages at any point in the delivery stream prior to USPS injection.
- Streamlite’s process includes multiple *actual* package scans throughout the delivery stream that prevent misaddressed and misrouted mail from entering the mail system.
- For the third year in a row, the *Atlanta Business Chronicle* recognized Streamlite among Atlanta’s 50 fastest-growing private companies in the publication’s 2011 Annual Pacesetter Awards.
- For the second year in a row, *Georgia Trend* ranked Streamlite fourth on its Mid-Market Fast 40, the publication’s exclusive list of Georgia’s fastest growing small, mid-market and large, mid-market companies in 2011.
- Streamlite ranked No. 1166 on the *Inc.* 5000 list of America’s fastest growing private companies in 2011.



EXPERT SOURCES

The industry veterans who started Streamlite Inc. revolutionized the shipping industry on the simple but innovative idea that delivering to someone's door can be both time-defined and cost effective. Streamlite uniquely delivers lightweight packages (five pounds or less) from customers' docks to consumers' doors. Tap into Streamlite's experienced team of experts for delivery industry story ideas, facts, statistics, trends and insights. Interviews with the following industry innovators are just a phone call away.



RANDY CLARK

President and Chief Executive Officer

With a passion for business innovation and more than 27 years of experience in the transportation and logistics industry, Randy Clark is an excellent media resource for any story about the delivery business. Using his unmatched knowledge of all aspects of the industry – from strategic planning and partnerships to new business and product development to operations, sales and marketing – Clark continues to create rapid and sustainable growth for Streamlite.

Prior to joining the Stream Team in 2009, Clark held executive positions for some of the top dogs in transportation services: Atlas Worldwide Holdings, Circle International, DHL Express and Emery Worldwide.

Clark holds a bachelor's degree in business from Purdue's Krannert School of Business.



RICK ROVER

Senior Vice President, Operations

Co-founder and designer of Streamlite's national distribution network, Rick Rover is an operations and logistics guru with 12 years of startup and corporate experience. A mechanical engineer and master relationship-builder with a common-sense approach to operations, Rover is uniquely qualified to simplify complex operational information to make it more meaningful to your readers.

Before starting Streamlite in 2005, Rover pioneered an early expedited mail service called SmartMail Inc. As operational vice president and vice president of business development, Rover developed standard operating procedures and software specifications, managed East Coast facilities and forged local and national relationships with the US Postal Service.

Rover graduated with honors from the Georgia Institute of Technology and began his career at Accenture, where he tested software for a large national bank.



EXPERT SOURCES



MARTIN LARSON
Senior Vice President, Sales

With three decades of leadership in the transportation business, Martin Larson brings a keen understanding of the industry's intricacies to his role at Streamlite. Larson's passionate and business-savvy approach allows him to provide customers with top-notch service and customized shipping solutions to meet their unique needs. He's responsible for implementing strategies for customer acquisition, retention and satisfaction. Larson's intimate knowledge of market trends, combined with his high-profile sales and management experience, make him a go-to resource on customer-oriented solutions in the fast-paced, demanding world of delivery services.

Prior to joining our team in 2010, Larson held executive positions in operations and sales management, e-commerce, marketing technology and information technology for companies including Consolidated Freightways, DHL, Emery Worldwide and CF AirFreight. He has been a member of the Council of Logistics Management, National Industrial Transportation League and National Freight Transportation Association.

Larson holds a bachelor's degree in marketing and management from the University of Portland and was a part of the International Business Leadership Program at the Wharton Business School.



DAN STREEK
Chief Financial Officer

Uniquely combining by-the-book fiscal responsibility with creative problem-solving, CPA Dan Streek has more than 25 years of experience in both private and publicly-held companies. Since joining Streamlite in 2010, Streek manages investor relations and the company's rapid growth to ensure increasing profitability and sustainability.

Prior to Streamlite, Streek's financial leadership empowered the energy industry where he helped Mirant Corporation emerge from bankruptcy and led the global finance operations and initial public offering for Aquila Inc. His financial street smarts – which helped transition two different private equity portfolio companies to new owners – make Streek an excellent resource for business stories.

He began his career at Arthur Andersen LLP after earning a bachelor's degree in business administration from the University of Nevada, Las Vegas, and a master's in business administration from Rockhurst College.