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Press Release

UPS and FedEx Challenger EquaShip Adds Parcel Industry Veterans to its Board

EquaShip, which is set to launch before the 2011 holiday season as the new low-cost, high-reliability parcel carrier catering to small and medium sized ecommerce shippers, announced today that it has added two highly recognized shipping industry veterans to its managing board: Shawn Childs, formerly of UPS and Amazon, and Rob Martinez, formerly of Airborne Express, and currently president of ShipWare, a leading transportation consulting firm.

Seattle, Washington, May 2, 2011: EquaShip which provides small and medium-sized ecommerce sellers with the antidote to free shipping by equalizing their parcel delivery costs with what bigger shippers pay, today announced that two shipping industry experts have joined their Board of Managers.

Joining the board is Shawn Childs, one of the key architects of Amazon's hyper-efficient transportation network. Shawn brings the perspective of both the world's largest parcel carrier as well as the world's largest parcel shipper. As Amazon's Director of Platform Design, he directed the strategic team that identified and integrated new programs to improve in its worldwide transportation platform. As Director of N. American Transportation, Shawn's team was responsible for a \$500M transportation budget, handling 65M US and Canadian domestic/export shipments from 10 fulfillment centers and 80+ third party locations. Before joining Amazon, Shawn was the lead national account manager for Amazon at United Parcel Service.

Shawn Childs said, "If there's anything I've learned in my years at UPS and Amazon it is the incredible multiplier effect that a good shipping deal can have on an online retailer's sales. I'm excited to see EquaShip extend that clout to the small and medium sized online merchants

For Release 9 a.m. PST, May 16, 2011

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who today pay two to four times more for shipping – sometimes 5x more – than the mega-retailers do. I believe creating a more level playing field between large and small retailers will preserve more consumer choice and be better for the economy as a whole.”

Also joining the board of EquaShip is Rob Martinez, CEO of Shipware, LLC, a parcel consulting and auditing firm. Rob has helped some of the world’s most recognizable brands reduce parcel shipping costs an average of 25% through contract negotiations, rate benchmarking, modal optimization, invoice audit and other savings vehicles. He brings more than 20 years of transportation industry experience including executive positions at Airborne Express and Stamps.com. Rob is a popular speaker at numerous industry conferences and writes for and is extensively quoted in numerous industry publications. He is President of the Mail Systems Management Association San Diego chapter and is Past President of Entrepreneur’s Organization San Diego chapter. In addition, Rob is an active angel investor and serves as a Director on multiple Boards.

“There has long been a great chasm between the kind of shipping options that larger enterprise shippers have – like parcel consolidators, regional carriers, steeply discounted UPS and FedEx pricing, and USPS commercial rates – and the three limited and costlier options available to smaller shippers, i.e. UPS, FedEx and retail USPS. EquaShip is coming in at the perfect time with new options that ideally suit the cost and transit time trade-offs that are so critical to smaller shippers, especially those engaged in online commerce. As a former Airborne Express guy, I knew that DHL’s pulling out of the market in 2008 would allow FedEx and UPS to dramatically raise prices – indeed they raised rates 20% over the past three years – so I’m glad to see some real competition in the marketplace again.”

ABOUT EQUASHIP

EquaShip caters to small business shippers and consumers with transparent “all-in” pricing that is up to 30% lower than UPS, FedEx, and USPS retail rates, or better. EquaShip provides real-time track-and-trace, \$100 of bundled EquaSurance coverage, later drop-off times, superior customer service, low damage and loss rates, all with no assessorial fees, contracts or volume commitments.

EquaShip ties together a variety of well-established regional, national and international parcel carriers with their state-of-the-art cloud-based backend which provides customers a seamless front-end shipping experience with single dashboard track & trace. EquaShip's virtual shipping network leverages only the top-performing alternative carriers that normally serve major enterprise shippers like Amazon. EquaShip's API provides a seamless connection for integration with popular order management systems commonly used by e-commerce sellers.

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