



FOR IMMEDIATE RELEASE

Crescent Lands FedEx Holiday Business

Have you ever wondered how FedEx manages the huge spike in business associated with the Christmas on-line shopping season? The season kicks off every year on the Monday after Thanksgiving, also known as Cyber Monday. For each of the past few years, on-line retailers boast a 15% growth in sales, with the 2010 figure over \$36 Billion. This growth is fueled in part by "Free Shipping Day" (Dec. 17th), which saw a 61% sales increase in 2010 over 2009, based on a 2010 Google Survey.

FedEx, the nation's 2nd largest parcel carrier, addresses this surge in business by recruiting carrier partners. This year Crescent has been selected by FedEx to provide contract truckload service supporting local on-line retail clients such as HayNeedle located in Monroe Ohio. Crescent will also be transporting freight into FedEx's facilities in Grove City OH and Independence Kentucky.

This is an exciting opportunity for the Crescent fleet, one gained through our reputation for providing excellent service to Dell during their tenure with Crescent. The Crescent driving team, headed by Joe Martin, will be busy this season ensuring those holiday purchases get safely to their destinations and in time for the holidays.



Crescent is a leading supply chain outsourcing service provider for consumer packaged goods and industrial manufacturing companies, specializing in the integration of manufacturer's front-end to back-end supply chain activities through innovative service solutions.

To learn more, please contact Crescent: 513-759-7000 ask for the Sales Department or email sales@crescentpark.com
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