

One Horn Transportation

Media Contact: Cheryl Biron
(973) 595-7700 ext. 104
Cheryl@Onehorn.com

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Agent-Based Growth Strategy Earns One Horn Transportation Ranking Among New Jersey's 50 Fastest Growing Companies

Continued Pursuit of Agent-Based Strategy Enables One Horn to Gain Recognition by NJBIZ

Somerset, NJ (November 19, 2013) – [One Horn Transportation's](#) Agent-Based Growth Strategy continues to pay off as *NJBIZ* ranked the One Horn Transportation among New Jersey's 50 Fastest Growing Companies. The 50 companies were honored at the NJBIZ's awards dinner where the actual ranking was announced. The honorees will also be highlighted next week in a special supplement to NJBIZ on November 25, 2013.

Over the past eight years, One Horn has completely reinvented itself from a trucking company that owned its own tractor-trailers to an agent-based transportation brokerage owning no equipment and operating across the country using a virtual business model. The Company had a core group of strong customer relationships, but bringing on new direct customers was a slow build. In the summer of 2010, One Horn embarked upon its new agent-based strategy that jump-started its growth.

"We are very excited that our Agent-Based model continues to pay off, as we are able to grow our revenues much more quickly than pursuing the long sales cycle strategy of signing on new house accounts," said Cheryl Biron, President and CEO of One Horn. The Company initially pursued a strategy of direct sales, but now the new model enables One Horn to sign on freight agents with their own books of business, so the agents bring and grow their businesses, leveraging One Horn's expertise and operating license. This shortens the sales cycle and accelerates the Company's rate of growth.

Operating efficiencies are key to enabling One Horn to grow with minimal fixed costs. "We made adding new technology a priority and created a program called Stratebo that has helped us have the most efficient back office operations possible. Automating our business with new technology has helped us grow and will continue to do so.," said Louis Biron, COO of One Horn. This proprietary software package has also helped keep fixed costs low, as there are no licensing fees involved.

Leveraging its entrepreneurial culture, One Horn continues to look to new ways to innovate, evolve, and reinvent itself for continued growth. One Horn President Cheryl Biron's blog on www.onehorn.com/agents regularly shares ideas that helped them reinvent and grow One Horn over the years.

About One Horn Transportation

One Horn Transportation provides trucking and logistics services to manufacturers and distributors of fresh and frozen food, industrial materials, and consumer goods throughout the United States and Canada. Founded in 2005 by *Fortune 500* executives turned entrepreneurs who wanted to leverage their big corporate expertise to build their own business on their own terms, One Horn has evolved from an asset-based carrier to a pure brokerage, shipping full truckloads on temperature-controlled,

dry van, flatbed and oversize tractor trailers. Honesty, Responsiveness, and Reliability are our core values. Visit: <http://www.onehorn.com>.

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