

Gebrüder Weiss Press Release

Lauterach; 12 April 2007

Transport services in China: Top service yields top results

Gebrüder Weiss concludes its "Orange Dragon" campaign in China with a 22-percent increase in shipments

It was one year ago when Gebrüder Weiss kicked off its first transcontinental marketing campaign. Coordinated activities in the European and Chinese markets and novel standards of service have returned very pleasing results: 22 percent more shipments than the year before.

The main focus of the "Orange Dragon" campaign for the transport and logistics company was expanding its market position. And for the very first time, this campaign also involved the overseas associates. "Coming in at plus-22%, we have more than exceeded our goal and thus are extremely pleased," beams Michael Büchele, Air & Sea Manager Marketing and Sales for Gebrüder Weiss. "And if you consider that we were not the only ones in the market with this central focus, our phenomenal result is twice as gratifying," Büchele adds.

Trailblazer with guaranteed service standard

Büchele identifies the provision of a guaranteed standard of service for transports to and from China as the main reason for the success. For example, Gebrüder Weiss customers can already count on receiving quotes within four hours and flight data within one hour. "This level of service in such a relation is rather unique for our market sector," notes the Air & Sea Marketing executive. Gebrüder Weiss is looking to take on the role of pioneer among all service providers in China. With a projected further growth of 25 percent, GW is accordingly raising the bar even higher for 2007.

The Gebrüder Weiss organisation

The Gebrüder Weiss organisation, headquartered in Lauterach (Vorarlberg, Austria) has more than 4,000 employees at 136 locations around the world. In Central and Eastern Europe, GW has offices in Austria, Switzerland, Germany, Czechia, Slovakia, Hungary, Slovenia, Croatia, Serbia, Bulgaria, Romania and the Ukraine. The logistics company recorded sales of 870 million Euro in fiscal year 2006.

Press contact:

Gebrüder Weiss Press Office: Johannes Angerer

johannes.angerer@gw-world.com

Bundesstraße 110, A-6923 Lauterach

Tel: +43 5574 696 500

Mobile: +43 664 837 0 837

www.gw-world.com