

## **news release**

For further information:  
Jennifer Bonham  
636-349-2508  
jennifer\_bonham@unigroupinc.com

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### **UNITED VAN LINES LAUNCHES NEW, ENHANCED WEB SITE**

ST. LOUIS, Aug. 16, 2002 – United Van Lines, the nation’s largest household goods transportation company, has recently launched its new Web site, [www.unitedvanlines.com](http://www.unitedvanlines.com).

The interactive site is designed to reach the three sectors of business that United serves: corporate account household goods, consumer household goods, and special services, such as electronic equipment, trade show exhibits and displays, works of art, and specialized freight.

To reach these audiences in a simple, user-friendly way, United has designed the Web site to have three “channels” from the start page. By simply clicking on the business section or “channel” that applies to the user, he or she can reach information that is specifically designed for that sector. The ease of navigation has lead to more activity on the site, which visitors have linked to the reduced amount of time they must spend looking for the information pertaining to them. The site is designed so the user is only one or two clicks away from the information they are seeking.

Each of the three channels has detailed answers to frequently asked questions (FAQs) relating to that business segment, in addition to a thorough explanation of the services offered by United. Forms that are needed in the moving process are also available to be printed from the site or submitted electronically.

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One of the site's added interactive features is a request a quote function for consumer household moves. After answering a few questions, the consumer's information is automatically sent to an agent servicing their area. Filling out the online form provides the agent with general information regarding the customer's move prior to actual contact, speeding up the estimate process which includes a free in-home survey.

For the corporate account and special services sector, there is an interactive "request information" form. When completed, a United agent will contact the site user pertaining to the requested information.

Customers of every business segment can also log on to the site to find the exact status of their shipment, through RapidTrac<sup>sm</sup>, United's online shipment tracking system. Using their order number, customers can have the security of knowing the location and status of their shipment, any time of the day or night.

"We recently launched the new [unitedvanlines.com](http://unitedvanlines.com), and we are extremely pleased with the flexibility and user-ease of the site," said Bill Beard, executive vice president of sales and marketing for United. "As the nation's largest van line, we needed a solution that could support our plan to continually upgrade the site over time and serve potential and loyal customers."

United Van Lines, with headquarters located in suburban St. Louis, maintains a network of 1,000 affiliated agencies in 135 countries around the world. More information about United and its services can be obtained through the company's Web site at [www.unitedvanlines.com](http://www.unitedvanlines.com).