

News Release

For further information:

Jennifer Bonham

636-349-2508

jennifer_bonham@unigroupinc.com

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UniGroup Worldwide UTS Marketing Campaign Takes Home Honors

ST. LOUIS – UniGroup Worldwide UTS and Leinicke Design are the winners of three prestigious 2006 bronze “Targeted Advertising & Marketing” (TAM) Awards for UniGroup Worldwide’s 2006 marketing campaign in the promotional materials and promotions, direct mail, and full-page space advertising categories.

The 2006 TAM Awards showcase the best business-to-business marketing campaigns in the St. Louis region and honor the agencies, companies, and individuals who created them. Sponsored by the Business & Marketing Association (BMA), the St. Louis TAM Awards is the largest regional awards competition in the United States.

The full-page ad campaign entitled “A Decade of Global Connections” was heightened by strategically mailing a promotional direct mail campaign of three “stress dolls” just prior to a large tradeshow for human resource managers. A full-page ad reprint was included in the show attendees’ registration packets. The stress dolls were also used as a promotional “handout” at the show booth and helped draw attendees to the UniGroup Worldwide booth.

“We are very proud to work with Leinicke Design,” said Cindee Null, marketing manager for UniGroup Worldwide. “Our campaign has made human resources managers aware that we are a large, global company that cares enough to service each relocation with a personal touch.”

“We worked closely with the marketing team at UniGroup Worldwide to create a fresh approach to their marketing materials,” said Craig Leinicke, president of Leinicke Design. “Understanding their goals allowed us to more effectively design materials that would reach their target market. It was a real team effort.”

Peers from other BMA regions across the United States judged the St. Louis entries on concept, design, objectives, and results. The scoring is tabulated and audited by a financial auditing team from Brown Smith Wallace business consultants.

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UniGroup Worldwide UTS Wins TAM Award – add one

The BMA is an 81-year-old national organization of more than 3,000 members in major business centers of the United States. The BMA St. Louis chapter is the only organization in the St. Louis region devoted exclusively to helping people who market products and services to businesses stay in touch and on top of the latest trends, products, and strategies.

UniGroup Worldwide UTS is an operating company of UniGroup, Inc., a \$2 billion transportation and relocation services company based in suburban St. Louis, Mo. UniGroup Worldwide UTS specializes in the coordination and handling of shipments of high value product, trade show material, general commodities and household goods for corporate clients and the relocating public. UniGroup Worldwide UTS currently maintains freight forwarding offices located in St. Louis, Fort Wayne, Dallas, Atlanta and Boston. More information about UniGroup Worldwide UTS can be found at ***unigrouputs.com***.

UniGroup, Inc., through its subsidiaries, operates one of the largest privately owned trucking fleets in the United States.