



September 6, 2011

TO: Valued Customers of Valley Cartage Company, Inc. and Root River Transport

FROM: Jerry Gilbert, CEO, Valley Cartage  
Todd Gilbert, President, Valley Cartage

RE: Purchase of Root River Transport by Valley Cartage Company, Inc.

Valley Cartage, headquartered in Hudson, WI, announces the purchase of Root River Transport of La Crosse, WI. The purchase agreement, which becomes effective on Tuesday, September 6, 2011, will result in a transfer of accounts from Root River Transport to Valley Cartage.

Jerry Gilbert, CEO of Valley Cartage, said, "We wish to extend a warm welcome to all of Root River's customers. Just like Root River, we're a family-run company with a long history in the transportation business. We'll do everything possible to earn your trust and demonstrate our commitment to providing you with quality transportation services."

Todd Gilbert, President of Valley Cartage, stated "Root River has established many high quality customer relationships. We look forward to building upon these and providing new opportunities to these customers through the Valley Family of Companies."

Todd further commented "In addition to welcoming Root River's customers, Valley Cartage will work hard to quickly integrate the former Root River employees and terminal facilities into the Valley Cartage service center network. The net result will be broader overall coverage and improved service response times throughout the Valley region."

On behalf of all of the employees of Valley Cartage, we look forward to continuing to provide the excellent service that Root River customers have come to expect.

Sincerely,

A handwritten signature in cursive script that reads "Jerry Gilbert".

Jerry Gilbert, CEO