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Logistically
Speaking

Premier Logistics Providers Choose Rickenbacker

With millions of dollars being lost and profits falling sharply, cargo airlines, forwarding agents, integrators and trucking companies are closely looking at their business decisions. Knowing how to save money and still offer customers the best service are at the top of most logistics providers' minds. Many companies have found Rickenbacker to be their solution.

Airlines such as Kalitta Air, Antonov, Evergreen and AirNet have landed at Rickenbacker International Airport (LCK) to help their customers take advantage of the low-cost business model. The cargo-dedicated airport is equipped to handle any size aircraft; is open all day, every day; has all-weather landing capabilities; and an uncongested cargo ramp with a hydrant fueling system. Most importantly, Rickenbacker is ideally situated for streamlined operations and full access to North American customers.

Leading freight forwarders (see list inside) have a presence at LCK due to this prime location and choice of top trucking companies providing comprehensive ground feeder service. Integrators like FedEx and UPS use LCK as a regional hub to reach more than 50 percent of the U.S. and Canadian populations.

Make changes now that can be a part of your successful long-term strategy. Be bold in this volatile market and land your cargo at LCK – the smarter, faster and better gateway. Your clients will thank you.



An Antonov 124 was loaded with time-sensitive cargo at Rickenbacker International Airport earlier this year. With uncongested cargo ramps, 12,000 foot long runways and reasonable fuel prices, the airport was the best decision to help move the large cargo through the supply chain efficiently and effectively.

STAYING CONNECTED

Survival. Not a reality show but certainly the theme for the logistics industry right now. It also is a theme of our direct marketing campaign and a phrase we keep encountering as we make business decisions in today's economy.

Some airlines and freight forwarders figured out that by doing business at Rickenbacker they save money with operational and cost efficiencies and still keep all their customers happy – their way of surviving. And in order to attract the airlines and freight forwarders, we have made decisions that will help us survive. We purchased cargo ground handling equipment, began providing affordable ground handling services, personally visited our potential and current customers and continued our relentless efforts to share our survival strategy with the industry.

Surviving may be the industry's theme right now but eventually the industry will once again thrive. And when it does, where will you be? Will your company be a survivor? We hope so. Let us help by showing you how other companies have made Rickenbacker part of their strategy to survive.

Sincerely,



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Handling Our Business

In the logistics industry, everyone is feeling exposed to the economic downturn. Those in the industry are trying to make decisions that will positively affect their businesses. One of the choices Rickenbacker International Airport (LCK) made several years ago was to purchase ground support equipment (GSE). The decision was made based on its strategy to ensure quality service to airlines.

"The move proved to be invaluable when one of our ground handlers ceased LCK operations earlier this year due to the economy," explains Charlie Goodwin, A.A.E., Director of Airport Operations. "We were well positioned to provide ground handling services without any interruptions to our customers. When an airline lands its plane at LCK, they are now serviced by LCK staff and we make sure they have a great experience and pay the lowest possible prices."

The airport utilizes seasoned employees from a former ground handling operator at LCK who are experts at servicing large cargo aircraft. With the expert employees and LCK's focus on its customers, it is a perfect combination for superior service.

"We appreciate the economic value and customer service Rickenbacker International Airport provides us," says Sandy Spence, Kalitta Air Station Manager at Rickenbacker. "We use the airport frequently because of its cost savings and airport staff, who are very helpful."

For more information, contact Mike Brady, Manager of Business Development – Air Cargo, at (614) 409-3621 or MBrady@ColumbusAirports.com.



Kalitta Air lands at Rickenbacker International Airport to offload cargo and take advantage of the low cost business model and impressive customer service.

Rickenbacker Supports Focus on Exports

Rickenbacker is a multimodal logistics hub in the center of Ohio – the 7th largest exporting state in the United States. Companies in Ohio exported more than \$45 billion worth of goods and services in 2008 and helped Ohio become the only state to increase exports every year for the past 11 years.

Recently Rickenbacker was able to support the state's focus on exports. The airport was a sponsor of the 2009 Governor's Excellence in Exporting Awards and the Exporters of the Year awards. The Business Development Manager of International Trade for Rickenbacker International Airport was also an expert panelist discussing foreign-trade zone benefits during the day's events.

The exporting awards are given by Ohio's Governor to companies and organizations that demonstrate outstanding performance in exporting or heightened awareness of exporting as a vital component of the state's economy.

Congratulations are in order to the 27 recipients of these prestigious awards. Rickenbacker International Airport is a past recipient and knows it is a great honor to be recognized by the Governor for contributions to Ohio and particularly to the state's dedication to economic growth through international trade.

Freight Forwarders

Barthco

CEVA Logistics

DB Schenker

Exel/DHL

Expeditors International

Freight Expeditors Inc.

Global Express Services

HA Logistics

Hellmann Worldwide Logistics

Hyperlogistics Group

Kuehne + Nagel

Mainfreight

Morrison Express

Nippon Express USA, Inc.

Nissin Group

Panalpina Group

Pilot Air Freight

RCS Logistics

Scanwell Logistics

StarTrans International Ltd.

Team Worldwide

Vandergrift

Yamato Transport

Yusen

List of Freight Forwarders at Rickenbacker

Rickenbacker and the surrounding area are home to a variety of freight forwarders, many of which are known as the best in the industry. Specializing in the logistics of transportation, they work to complete the supply chain in the most effective and efficient way. Highlighted below are a couple of freight forwarders who tell why Rickenbacker and the surrounding area is the ideal business location. We will continue to highlight companies in the upcoming issues of *Logistically Speaking*.

CEVA Logistics

"We are strategically positioned in a large business district at Rickenbacker International Airport which gives us more visibility to shifts in market trends," explains Michael Eades, Station Manager of CEVA Logistics. "CEVA Logistics is ideally located to best utilize the easily accessible interstate and area highways allowing us to touch our customers and network points most efficiently."

CEVA Logistics is a leading global supply chain management company. It provides end-to-end design, implementation and operational solutions in contract logistics and freight management to large and medium-sized national and multinational companies. CEVA employs about 50,000 people and runs an extensive global network with facilities in over 100 countries. For more information, visit www.cevalogistics.com.



Nippon Express

"We located to Columbus in the early 1980s to support the automotive industry," says Tal Steiner, Sr. Logistics Center Manager at Nippon Express. "Since then we have enjoyed the many benefits offered by the Columbus market. Namely the Rickenbacker International Airport for air charter services, highway infrastructure, facility availability and the fact that over 50 percent of the U.S. population can be reached within a 10-hour truck drive. Based on these benefits, the Columbus market is a highly valuable and unique location to support large scale distribution operations being supplied by domestic procurement or internationally via air or ocean shipments. The benefits of locating distribution operations in the Columbus market are becoming known to many manufacturers and distributors nationally and internationally. Nippon Express is investing in the Columbus market and expecting to expand operations in the near future."

Nippon Express is a full service international transportation and logistics company. Its service menu consists of warehousing and distribution; Customs brokerage; moving household goods; IT capability and logistics design; and consulting. Nippon Express wishes to be recognized as a leader in world logistics design and by its customers as their first choice when it comes to designing a customized logistics solution. Nippon Express is committed to its customers, employees and the environment by providing secure and clean facilities. For more information, visit www.nipponexpress.com.





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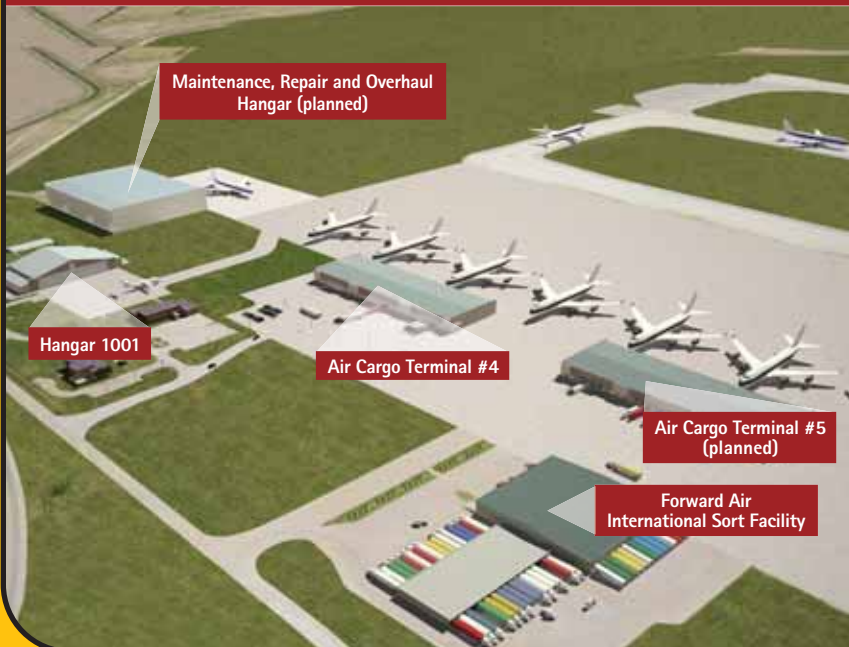
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Rickenbacker's Tip to Surviving the Air Cargo Industry



Land at an uncongested cargo-dedicated airport. Taxi in 5 minutes. Spend less of your time and money.

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Save even more with lower fuel costs and landing fees. Visit SaveAtLCK.com for these and other valuable tips.

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Questions can be directed to Mike Brady, LCK's Manager of Business Development, at 614.409.3621 or MBrady@ColumbusAirports.com.

