



PRESS RELEASE FOR IMMEDIATE RELEASE

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Service First Logistics Announces Company Rebrand to SFL Companies.

Auburn Hills, Michigan – September 25, 2018 – SFL Companies, formerly known as Service First Logistics underwent a comprehensive rebranding effort. As a full-service supply chain management and logistics firm focused on technology driven freight management, the rebranding consisted of a reevaluation and revamped approach, along with an advanced technology investment. Completing the execution, the firm revealed its new name: SFL Companies.

From the beginning, the Service First Logistics logo has carried the company from a home-office startup to a nationwide, recognizable brand. The new logo represents the company's growth, innovation, and ambition to improve. With more innovations on the way, the company has grown far beyond the origins of a freight brokerage firm, to a full-service supply chain management firm, leading to the new name, SFL Companies.

“Our industry has changed immensely since I started SFL. We have to continue to evolve as a corporation, if we want to continue to compete for the long haul in this industry. We have developed a service platform that is unmatched. SFL is not just your freight broker any longer. We are creating opportunities for our customers and carriers to be more efficient, drive down internal spend, and improve the lives of their own employees. We have created a better way to manage freight, a supply chain, and assets.” Royce Neubauer, SFL Companies Founder / CEO.

SFL Companies service offering includes full truckload freight brokerage, LTL refrigerated and dry freight brokerage, technology integration applications, supply chain management analysis, supply chain management cost reduction applications, and freight pay, audit, & claims management.

SFL Companies is undergoing a website redesign, expected to be completed at the end of October. The new website will include a cleaner design, modern user experience, and will accurately reflect the new state of the company.

SFL Companies is a full-service supply chain management and logistics firm focused on technology driven freight management. SFL Companies partners with shippers, growers, farmers, and manufacturers as an extension of their transportation and supply chain management team to provide individualized service and unmatched industry standards. Everyday SFL Companies is changing how truckloads of product are transported across the United States. SFL Companies specializes in shipping fresh produce and refrigerated goods. For more information about SFL Companies, please visit <http://www.sflcompanies.com/>.