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### **Rebranding Initiative**

Ventura Transfer Company (VTC) is launching its new national brand initiative with a new web site to be introduced in several phases. The first phase contains general information about the company and its core capabilities. Subsequent phases will be rolled out starting Spring 2004 and will include web and wireless tracking capabilities, vehicle dispatch, and mission-critical functions such as billing and collections. The site is designed to be a time and money-saving tool for VTC customers and is aimed at both industry novices and experienced shippers.