

## News Release



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### RMI Reveals New Product Line Branding

**Atlanta, GA** – RMI today officially announced the launch of [new branding](#) for its five core product lines. The new branding unifies RMI's principal offerings and represents an expanding commercial presence as the leading independent provider of rail Transportation Management Software and comprehensive information services.

RMI [software solutions](#) are found in every major market segment of the rail industry in North America, and provide accurate and reliable control of mission-critical rail operations. Building on the success of [RailConnect](#), RMI's flagship product for management and control of rail operations, revenue settlement, and car hire accounting, RMI has expanded through acquisitions and investment in new products.

In 2008, RMI acquired [OASIS](#), the leading software solution for intermodal terminal operating systems with more than 90 installations in intermodal terminals across North America. In 2009, RMI expanded again with the acquisition of [RailDOCS](#), the leading solution for signal and communication asset management, and [ExpressYard](#), the industry-leading solution for railcar repair billing and maintenance operations. In 2010, RMI expanded the [ShipperConnect](#) offering to include an integrated suite of software products to help rail shippers manage shipment visibility, execution, and planning.

RMI has introduced new branding in order to reflect the broad reach of RMI's product suite and unify brand recognition across all customer segments. Each core product line is represented to maximize visual content, product functionality, and brand continuity.

"RMI has maintained a long-standing reputation as a leading software and solutions provider in the railroad industry. With our recent acquisitions and growth in shipper solutions we needed to unify our branding across product lines," said Kirk Knauff, SVP Marketing and Services. "We believe our software offerings represent an integrated and cohesive suite of rail software products that no other company can offer."

RMI will immediately begin using the new brands in all marketing efforts, and continue to execute on its strategic plan of focusing on our long term rail industry customer relationships, shipper solutions, and international expansion.

#### About RMI

*RMI is the largest independent provider of Transportation Management Software and comprehensive information services to the railroad industry. Founded in 1979, RMI leverages in-depth knowledge of rail operations, intermodal terminal operating systems, and multi-modal transportation management to provide Software as a Service and licensed solutions to railroads*

*and industrial shippers. RMI's software is used to manage rail and intermodal operations, signal and communication assets, railcar repair billing and inventory, and multi-modal visibility, planning, and execution for industrial shippers and logistics service providers. RMI is a portfolio company of The Carlyle Group. For more information about RMI software and services please visit [www.rmiondemand.com](http://www.rmiondemand.com).*

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