



PRESS RELEASE



Amtrak's agility wins over Micro Direct

Bristol, UK, 16 November 2005 – Amtrak Express Parcels has won a multi-million pound home delivery contract with Micro Direct, one of the fastest growing retailers of PC's and components in the UK. Micro Direct has seen a big upsurge in sales via their website www.microdirect.co.uk and this has led to a high demand for home delivery services. The contract sees Micro Direct taking advantage of Amtrak's time-convenient home deliveries that include early morning and evening.

The contract follows an 8-year partnership between the two firms, which is backed by close support from Amtrak's local franchise in Manchester. A good track record of service and adaptability has seen Amtrak selected as the sole delivery contractor for the UK.

Micro Direct specialises in PC components and Amtrak will be handling up to 1500 consignments a night. Goods are collected from the Micro Direct distribution centre in Manchester and sorted overnight at Amtrak's Midlands hub for delivery via the 100-location Amtrak depot network.

"Amtrak is able to offer the range of services such as early morning deliveries that are popular amongst our many home customers who work in the day. Amtrak also has a unique ability to adapt its operations to meet our changing needs. This agility, backed by a high level of personal attention from the local franchisee, allows us to continually improve our services keeping us ahead in the market" says Mohammed Shafiq, Director of Micro Direct.

Amtrak and Micro Direct have developed closely integrated IT to provide seamless operation between sales, delivery and customer support. This includes a useful collection system that generates returns labels on outgoing deliveries of replacements so boxes are pre-labelled for the returned item.

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