



**Supply Chain Solutions. *Delivered***

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(last revised 05/12/2011)

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## Company Overview

Satellite Logistics Group is a worldwide supply-chain solution innovator privately based in Houston, TX. Known as orchestrators of the supply chain network, Satellite Logistics Group takes creative approaches to creating integrated logistics for managing the value chain with impressive results.

With a specialization in the beverage industry, Satellite Logistics Group creates and optimizes supply chains for importers, brewers and distributors of all sizes, both domestically and internationally. With over 25 years of supply chain experience, and more than 20 years serving the needs of beverage companies, Satellite Logistics Group has developed several innovative service offerings, all designed to relieve clients of supply chain “pain points”, thus allowing them to focus on the sale and marketing of their product. Satellite Logistics Group’s Simplicity Supply Chain Solutions® are fully adaptable to other commodities, and they include:

- EcoBev® - nationwide, turn-key depackaging and material recovery service
- LogiTrax® freight management services system
- Kegspediter® - industry standard for reusable asset return and management program
- Supply Chain Management – orchestration and execution of different logistics elements to move full product through our clients’ supply chains
- Supply Chain and Process Design - analysis, design and execution program

Originally, the company began as a transportation service company but expanded quickly into a domestic freight brokerage business to service the beverage industry. After becoming the company’s president in 1994, Kevin Brady expanded Satellite Logistics Group’s services by developing a growth strategy that included adding a series of third party logistics (3PL) warehousing and distribution endeavors as well as becoming a Federal Maritime Commission (FMC) licensed freight forwarder and a Non-vessel Operation Common Carrier (NVOCC), for international freight. Without incurring the expense of owning its own ships, the company is licensed to secure cargo space and handle all necessary documentation for international shipping.

Additionally, Satellite Logistics Group has created an information technologies group to manage clients’ complex supply chain programs, and enable the client online visibility to track and monitor their shipments. These successful and proactive approaches to efficiency and cost reduction allow Satellite Logistics Group to provide complete cost-efficient turnkey orchestration services for its ever-expanding client base. Today, the company primarily services the beverage industry and has become a dominant force in beverage distribution both nationally and internationally.



## Simplexity Supply Chain Solutions®

The top priority at Satellite Logistics Group is to turn the complicated web of the supply chain coordination into something more accessible, manageable and, most of all, simple for the client. With the creation of Simplexity Supply Chain Solutions®, Satellite Logistics Group has developed a series of integrated solutions that make sense of complex supply-chain challenges that provide improved controls over products and assets and significant overall cost savings.

Created with the beverage market in mind, the following Simplexity® solutions are completely adaptable to other industries and commodities:

- **EcoBev®** – the first automated nationwide “green” solution for the collection, destruction and proper documentation of non-salable beverages.
- **LogiTrax®** – a scalable suite of services designed to help small- and mid-sized companies optimize their logistics investment
- **Kegspediter®** – an innovative global solution designed to ensure the fast and efficient return of empty kegs
- **Supply Chain Management** – orchestration and execution of different logistics elements to move full product through our clients’ supply chains



## **EcoBev<sup>®</sup>**

### **Depackaging and Material Recovery**

The destruction and documentation of outdated or otherwise unsalable beverage product has long been expensive and inconvenient for distributors, brewers and importers alike. Satellite Logistics Group's recent introduction of EcoBev<sup>®</sup>, the beverage industry's first turnkey solution for the collection, destruction and proper documentation of these products, is the beverage industry's answer to protecting brand identity, clearing warehouse space and being more environmentally friendly.

Acting as the single, confidential source for the disposal of excess product, Satellite Logistics Group utilizes its supply-chain network, allowing EcoBev's automated turn-key system to document a customer's unsalable beverages and ship them to secure and confidential depackaging and material disposal centers around the nation. The focus on customer privacy and EPA-compliance ensures brand integrity is upheld and all laws are abided by throughout the process. EcoBev's proprietary technology is supported by the successful Kegspediter<sup>®</sup> platform, and capitalizes on that system's synergies, allowing for faster automation and product collection.

The first-of-its-kind EcoBev<sup>®</sup> system includes many additional features that simplify the beverage product disposal process, including:

- Easy and efficient disposal without the administrative burden
- Brand protection by a discreet, reputable service provider
- Environmentally friendly, EPA-compliant methods for collection and legal destruction
- Efficient on-line visibility and reporting tools to help track progress at all times
- More valuable warehouse room for revenue-generating products

As the pioneers of this supply-chain solution and industry partner to hundreds of beverage companies, Satellite Logistics Group is uniquely prepared to manage each customer's disposal timetables and requirements.

For more information, visit [www.EcoBev.com](http://www.EcoBev.com)





## **LogiTrax®** **Freight Management Services System**

For many small- to mid-size beverage companies, investing in new technology to support effective freight management typically means a hefty financial investment and a steep learning curve. Recognizing this unmet industry need, Satellite Logistics Group created LogiTrax® - an advanced freight management and tracking system designed to improve supply-chain efficiencies, reduce cost and improve shipping performance for companies in the beverage industry.

LogiTrax® gives beverage producers, importers and distributors the advantages of state-of-the-art technology and industry expertise without the overhead. LogiTrax® also allows shippers to manage their products at a completely customizable level that's comfortable, both financially and operationally. These modular tools include:

- Web-based Transportation Management System (TMS) – used to conduct multiple transactions and track all carrier progress
- SLG Freight Management – relieves the customer's burden of tendering and tracking their own loads
- Freight Audit and Bill Payment – provides critical review of freight bill invoices for accuracy, typically lowering freight costs and improving logistics efficiency
- SLG Carrier Management – lowers costs and improves carrier performance and communication by elevating freight management to a much more strategic level
- SLG Collaborative Management – integrates the customer's carrier lists with Satellite Logistics Group's network of carriers to optimize performance across the entire supply-chain

The savings derived depend on the services utilized, but companies can experience 10-30% cumulative savings on annual freight spending with the implementation of the LogiTrax® system. Designed and supported by supply-chain experts, the completely adaptable LogiTrax® freight management services system is a cost-effective and quick-start solution to managing and tracking supply-chain performance.

# ***LogiTrax***®



## **Kegspediter®** **Keg Return System**

After identifying problematic inefficiencies within the brewing industry, Satellite Logistics Group developed a unique reverse logistics system which provides fast and efficient return of empty kegs to both domestic and international brewers.

This innovative service, trademarked as the Kegspediter® System in 1994, is based on a proprietary technology platform and has revolutionized the expensive and bothersome management of keg assets for major breweries throughout Europe and the U.S. By reducing keg cycle time, the Kegspediter® System allows a brewery to service its distribution market with a smaller capital expenditure on kegs. This proprietary system provides breweries with critical data and real-time online visibility enabled by a secure web browser, to allow better planning, production and delivery, particularly during key selling periods.

While the Kegspediter® System was developed for the beverage industry, the solution is suitable for any style reusable container (i.e. dunnage, drums, and pallets).

The Kegspediter® System offers a number of other valuable benefits:

- Improved cash flow as deposits are paid faster by the brewer / importer
- Decreased risk of lost keg returns
- Reduced administrative burden reconciling keg deposits
- Increased available warehouse space for saleable product

With a secure web browser, the Kegspediter® Online system offers an even higher level of automation and interactivity.





## Supply-Chain and Process Design Services

Along with innovative service offerings, Satellite Logistics Group employs some of the brightest supply-chain designers and managers to help reduce logistics costs, achieve superior supply-chain performance and reliability, and provide the flexibility to meet growing demands in a competitive industry.

### Analysis

No two businesses are alike, which is why Satellite Logistics Group learns the intricate details of their client's company, inside and out, to design an optimal supply-chain tailored to those needs. With experts versed in the Supply-Chain Operations Reference model (SCOR), the cross-industry standard diagnostic tool for supply-chain management, the Solutions Design Team evaluates existing systems and processes, identifies gaps and introduces potential business objectives and opportunities. With sound objectives in mind, Satellite Logistics Group helps design a supply-chain that will improve control of products and assets and which will have a positive impact on the client's balance sheet.

### Design

The possibilities in designing the optimal supply-chain are limitless with Satellite Logistics Group as the company has strategic alliances with hundreds of carriers, distribution centers and other business partners. Taking into consideration client objectives and logistical needs, Satellite Logistics Group's supply chain experts and in-house IT department design a geographic strategy centered on best practices and competitive rates. Using best-of-breed technology, SLG shows the client the probable outcome of a variety of solutions and scenarios and identifies the most effective option for the client's time constraints and budget.

### Execution

Signed. Sealed. Next? Deliver.

Satellite Logistics Group's professional logistics team monitors the client's supply-chain solutions as they are implemented, tracking shipments and transactions to ensure optimal results. From the beginning, Satellite Logistics Group creates deliverables and timelines for action steps so clients are up to date on progress at all times. With the standard use of online visibility, the entire supply-chain is accessible to clients through one convenient web portal.



## Satellite Logistics Group Fact Sheet

<b>Headquarters:</b>	12621 Featherwood Dr., Suite 390 Houston, Texas 77034	
<b>Phone:</b>	281-902-5500	
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<b>Website:</b>	<a href="http://www.slg.com">www.slg.com</a> <a href="http://www.EcoBev.com">www.EcoBev.com</a>	
<b>Founded:</b>	1984	
<b>Employees:</b>	65	
<b>Operating Authorities:</b>	ICC MC214678 (50 states) FMC: 16725NF (International)	
<b>Customers:</b>	Satellite Logistics Group represents the majority of the world's leading beverage producers and importers in the beverage industry, however the adaptability of Simplexity Supply Chain Solutions® attract companies of all sizes.	
<b>Professional Memberships:</b>	National Beer Wholesalers Association Brewers Association Wine & Spirits Wholesalers of America American Beverage Association Council of Supply Chain Management Professionals Supply-Chain Council Warehousing Education Research Council	
<b>Executive Team:</b>	Kevin Brady <i>President/ CEO</i>	Dan Swartwood <i>VP of Processes and Technology</i>
	Andy Bornefeld <i>VP of Operations</i>	Diane Mohr <i>Chief Financial Officer</i>
	Jeff Sommers <i>V.P. of Business Development</i>	



## Satellite Logistics Group President Biography

### Kevin D. Brady

Kevin D. Brady is president / CEO of Satellite Logistics Group. He joined the company in 1991 and became its president in 1994.

Brady quickly identified business opportunities when he joined the company and was responsible for developing the Kegspediter® System using a reverse supply chain program for regional and imported draft beer suppliers. The Kegspediter® System allows for real time information regarding keg populations, return activities, keg credit issuance and return cost analysis. The success of this program, which combines proprietary software technology and reverse logistics processes, was a key to the phenomenal growth of the company. Additionally, Brady established an information technology group within the company, which has developed several other software-based system applications that manage the entire process of transport logistics and supply chain management. His company's introduction of EcoBev® and LogiTrax® is the next step in helping brewers, distributors and importers move product more quickly and efficiently.

Brady's accomplishments were recognized in 2004 when he was honored by Ernst & Young as they presented their annual Entrepreneur Of The Year® award to the most successful and innovative entrepreneurial business leaders in more than 35 countries around the globe. He is, to date, the only recipient for the Realizing Potential Award in the Gulf Coast Region.

As a member of the National Beer Wholesalers Association and the Brewers Association, Brady is committed to the success of the industry and constantly looking for ways to serve it more efficiently through streamlined logistics solutions.

Prior to joining Satellite Logistics Group, Brady advanced through the ranks of a Fortune 100 automotive parts distribution company. After being identified as a candidate for the company's "fast track" program, he was afforded sales, operational, and management positions and experience that resulted in his becoming youngest sales manager in the company's 90-year history.

Brady attended Iowa State College of Engineering and the University of Arizona Business College. As a leader in business, Brady has served on the Business Development Board of Sterling Bank.

Brady's community involvement includes:

- Fisher House Foundation
- Make-a-Wish Foundation



- Doctors without Borders
- American Red Cross
- Americares
- World Food Programme
- Habitat for Humanity – Galveston / Houston Chapter, helping to rebuild our communities post-hurricane Ike.
- Houston Livestock Show and Rodeo - Champion livestock buyer at the since 1999, HLS&R has raised millions of dollars for scholarships for Texas youth and been Trail Boss Sponsor for the Houston Livestock Show and Rodeo annually since 2006.
- The Bay Area Turning Point – a shelter for battered women and children in the Houston – Galveston area.
- Various contributions and sponsorships of philanthropic groups such as the Bay Area Turning Point (a shelter for battered women and children), Tsunami Victims of December 2004, Houston Society Community Fund, Lunar Rendezvous Festival, Lutheran South Academy Gala, and other local organizations. Brady supports local charities that provide resources, services and support to children in need in the metropolitan Houston Area. Those agencies include: Be An Angel, Jaycees Children’s Center, Family to Family Network, Boys and Girls Country, Child Advocates, AMBUCS, and Star of Hope.
- Sponsorship of the non-profit organization of Theatre under the Stars, which not only enriches the local community with Broadway-type productions, but operates a school for performing artists and conducts free concerts for the community as part of its commitment to the Miller Outdoor Theater.
- A fundraiser to benefit the families of the Astronauts who were lost on the space shuttle Columbia.
- Service on the advanced givers “Building with Boldness” campaign committee which successfully raised capital for Lutheran South Academy to build a fine arts wing and sports stadium.



## Satellite Logistics Group Company History

Founded in 1984 by Al and Karin Schwerman as S&S Services, the company provided multiple modes of transportation services for various companies. Services included handling complex project freight to efficiently coordinate freight tonnage into various containers as well as coordinating all required licensing and freight documentation for both domestic and foreign port authorities.

In 1988, the company was incorporated as S&S Traffic Management and added interstate truck brokerage to its list of services, which allowed the company to efficiently coordinate alcohol licensing, freshness-dated product and temperature-controlled distribution for the beverage industry. Since that time, Satellite Logistics Group has become a leader in international and domestic transportation, warehousing, distribution, freight and handling needs for the beverage industry.

In 1991, Kevin Brady joined the Satellite Logistics Group team. Previously, Brady was a sales manager with responsibility for domestically distributed product for one-fifth of the U.S. for a Fortune 100 automotive parts company.

Brady, who became the company's president in 1994, helped expand the company's core business to include a unique reverse logistics program for regional and imported draft beer suppliers. The program, which Brady based on a proprietary technology platform, has been trademarked as the Kegspediter® System.

The system, which revolutionized the expensive and bothersome management of assets for major breweries like Guinness, InBev Anheuser-Busch, Heineken and others, allows breweries to reduce their keg cycle return time while efficiently managing their forecasting systems and prime selling opportunities. Additionally, the reduction in the keg return time allows the brewery to service its distribution area with a smaller number of kegs, thereby reducing its capital expenditure on that equipment. The highly successful Kegspediter® System has been servicing some of the most prestigious brewers in the world by effectively managing the logistics of the brewers' keg assets for the past 20 years.

Currently, with strategically located distribution centers, Satellite Logistics Group is able to provide efficient, secure storage and transportation for its clients' products to their suppliers throughout the country.

As a licensed Ocean Transportation Intermediary, Satellite Logistics Group offers international ocean freight forwarding documentation and Non-vessel Operation Common



Carrier (NVOCC) certifications. Other services include full container load (FCL) and less than container load (LCL) services; storing product in and removing product from the various containers; door-to-door delivery; cargo insurance; export packing and crating; and full international export documentation services.

Responding to the needs of its clients, Satellite Logistics Group added beverage disposal to its list of services over 15 years ago. As part of the various beverage producers' quality control systems, many beverages have a limited shelf life and are removed from retail distribution centers and transported to appropriate disposal centers located around the country. Satellite Logistics Group orchestrates these projects with various modes of transportation to efficiently coordinate movement of the product to approved disposal centers, based on the types of products involved. In 2003 Satellite Logistics Group single-handedly managed the largest known alcoholic beverage disposal project in U.S. history, totaling five million cases of product. Satellite Logistics Group coordinated and managed the disposal of an additional two million cases of various brands of other alcoholic beverages that year, bringing the year-end total of disposed product to 7 million cases. Realizing the need for a turnkey, environmentally-friendly beverage disposal solution, Satellite Logistics Group created EcoBev®, the first-of-its-kind solution for collecting and disposing of unsalable beverage products.

The professionals are experienced at "problem solving". By building client relationships and listening to their supply chain pain points, Satellite Logistics Group has been very successful in developing innovative, and affordable, solutions for its clients.