

Shot Description:
Beauty Shot of Highway

{MUSIC ONLY DURING OPENING SCENES}

{FADES UP FROM BLACK QUICKLY}

Shot Description:
Dramatic long shot of trucks crossing America

{ANNOUNCER VOICE OVER}

When America's food goes out over the open road --

-- and it's got to be delivered intact and on time while maintaining the temperatures at the proper setting --

-- the country's major shippers turn to one company.

Frozen Food Express.

As a leader in temperature-sensitive Cargos ...

from meats to confectionary to frozen foods . . .

we travel the roads from coast to coast, as the only company that delivers true nationwide coverage... for every LTL load.

We're FFE - - Frozen Food Express -- And we're proud to be America's refrigerated Less Than Truckload choice..



Camera move in to FFE logo



Closeup of FFE Logo on Truck



Freezing cargo is loaded



Dramatic drone shots of equipment on road



Jim Richards speaking



Shot of founder



Shot from beginning of company



Shots from beginning of company



Shots from 80's and/or 90's



Jim Richards speaking

{JIM RICHARDS TO CAMERA:}

“I’m Jim Richards, president and CEO . At Frozen Food Express, we put over seven decades of experience behind every load we haul. So your high-value perishables are preserved for maximum appeal and shelf life... for a maximum return on your investment.

{JIM RICHARDS VOICE OVER OLD PHOTOS:}

“We’ve been hauling temperature controlled food commodities since 1946. We got our start in Texas and we were among the first carriers to install deep freeze refrigeration units on trailers in order to transport frozen foods over long distances.”

“As our business grew, we established ourselves as an innovator and as a forward-thinking company. One that works hard for customers.... and values its employees. As a result, we were named by Fortune magazine as one of the 200 best companies to work for.”

{JIM RICHARDS TO CAMERA:}

“Today, our dedication to outstanding service shows up in our excellent on-time delivery record. We’re fully compliant with the Food Safety Modernization Act and we offer you nationwide LTL service to markets big and small for every temperature sensitive product.”

Shot Description:
Travis McCain
SUPER :
Travis McCain,
Vice-President of
Sales

“We’ve assembled a dedicated team of men and women who make it their business to make sure your experience with Frozen Food Express is a great one....like Travis McCain, who serves as Vice-President of Sales --

Shot Description:
Nick Cook
SUPER :
Nick Cook,
Vice-President of Operations
and Chief Information

--Nick Cook, who is our Vice-President of Operations and Cheif Information Officer.--

Shot Description:
Steve Stedman
SUPER :
Steve Stedman,
Vice-President of Finance

-- Steve Stedman, our Vice-President of Finance --

Shot Description:
Mark Rhea
SUPER :
Mark Rhea,
Vice-President of
Development and Safety

-- And Mark Rhea, our Vice-President of Driver Development and Safety.

{** MUSIC CHANGE **}

{ANNOUNCER VOICEOVER}

In an industry where temperatures are most important, we’re proud to lead the way in technology that monitors and reports temperatures at every point along the cold chain --



Temperature monitoring equipment

-- from warehouse --



Warehouse monitoring equipment



Unloading dock at major food company

-- to dock --



-- to trailer...right until it's delivered.



Dramatic drone shots of equipment on road

That's why we're the choice of many Fortune 500 companies. We are trusted to safely and securely deliver their freight locally, regionally and coast to coast.

..we take it exactly where they want it to go --



Trailer temperature monitoring equipment

-- because we handle it correctly...

Every step of the way. That's why standing delivery appointments with a vast majority of the nation's major retailers have been provided to Frozen Food Express.

{** MUSIC CHANGE **}



Truck interior, no driver

Any chain is only as strong as its weakest link. So who are you handing over your cargo to?



Driver in action with FFE shirt and hat

Frozen Food Express guarantees the cold chain because we guarantee our drivers.



FFE Training Academy

We're 100% asset based, and that means that every driver on your load is our driver, trained by us.



FFE Maintenance

And every driver is driving our equipment, maintained by us.



Drone shot of equipment on road

Let's look at the life of your LTL shipment at Frozen Food Express.

Our goal is to make scheduling your shipment easy, from EDI to personalized on-line order submission.



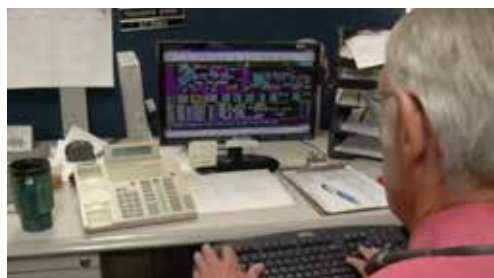
Booking client order online

On our enhanced website, you can have the visibility of when the order was received, the tracking number and updates on appointment confirmations and deliveries as well many other real-time alerts specific to customers regarding your shipment.



Order information online, on screen

The date, time, temperatures and equipment types are determined at the time of order placement.



Truck/Driver being dispatched

Your pick up is scheduled and appointed for delivery.



LTL Trailer Shipment

Next, our local or regional fleet is dispatched to your pickup location to secure the order and return to our temperature controlled service center for distribution.



Delivery appointment being scheduled

On one of FFE's 200 plus weekly sailing schedules, your order is then dispatched on our Linehaul fleet to the destination service center to ensure meeting your delivery appointment.



FFE Service center

Now, your shipment arrives at the destination service center, is unloaded --



Unloading shipment

-- and kept in a monitored and controlled environment until the delivery route is planned.



Close-up of temperature probe/gear

The shipment is loaded on the delivery route and dispatched to arrive at your customer's designated appointment time.

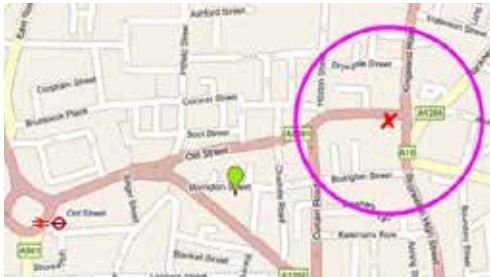


Shipment loaded from delivery

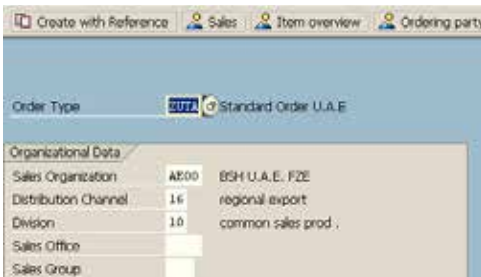


Driver and Consignee

Lastly, your shipment is delivered to the consignee. FFE's driver will perform the arrival and departure message via the onboard mobile communications unit to update our online track and trace system.



Tracking system



Delivery information on website

The driver scans proof of delivery for quick retrieval from our website. And that's that...

{JIM RICHARDS TO CAMERA:}
{** MUSIC CHANGE **}



Jim Richards speaks

"Today, Frozen Food Express offers you a single cold chain that we control from start to finish: a modernized version of the hub-and-spoke design that eliminates chances for temperature excursions.

Discover a premium, reliable, final-mile service, that's FSMA compliant and worry free.



Jim Richard Speaks

Whether you're shipping half a trailer or a single pallet... final mile or reverse distribution.

Going coast to coast to a large metropolitan area or to a small town with a single store...



FFE logo

We invite you to enjoy the Frozen Food Express difference."

