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Daymon Worldwide Launches Daymon Global Logistics, With Technology and Transportation Management Support From Echo Global Logistics

STAMFORD, Conn., May 15, 2012 (GLOBE NEWSWIRE) -- Daymon Worldwide has announced the launch of Daymon Global Logistics, a new transportation management and logistics support solution that will provide added value for its retail and supplier partners. With this launch, Daymon has developed a strategic relationship with Echo Global Logistics, a leading provider of technology-enabled transportation and supply chain management services headquartered in Chicago, to support their technology and transportation management requirements.

"We recognize that cost pressures and logistics challenges are ongoing concerns for many suppliers and retailers," said Carla Cooper, chief executive officer of Daymon Worldwide. "The availability of certified compliant carriers, the time required to book and monitor loads, and the need for competitive rates are just some of the supply chain issues our partners must deal with on a daily basis. By combining the sourcing expertise of Daymon with the transportation sourcing, proprietary technology, and comprehensive network of carriers from Echo, Daymon Global Logistics will be able to provide a streamlined, one-stop solution, for our partners."

Echo maintains a network of over 24,000 carriers, which will now be available to Daymon Global Logistics at market competitive rates, along with a customized web portal to provide increased visibility and control of the supply chain. "Daymon supplier and retail partners will now have the ability to leverage our proprietary technology and take full advantage of a transportation and logistics management team to meet the individual needs of each Daymon partner," stated Doug Waggoner, CEO of Echo Global Logistics.

The new venture is effective May 1, 2012.

For more information on services and benefits from Daymon Global Logistics, contact Tom Venere, tvenere@daymon.com, 513-310-9160.

About Daymon Worldwide

Headquartered in Stamford, Conn., Daymon Worldwide is the only full-service, global retail branding and sourcing partner. Daymon works directly with the world's leading suppliers and retailers to drive sales and profitable growth through customized brand-building and sourcing solutions. The company's expertise includes branding & strategy, insights & measurement, private brand development, and shopper marketing. Daymon has 22,000 associates worldwide, with offices in over 20 countries on six continents. For more information, visit www.daymon.com.

About Echo Global Logistics

Echo Global Logistics, based in Chicago, is a leading provider of technology-enabled transportation and supply chain management services, delivered on a proprietary technology platform, serving the transportation and logistics needs of its clients. Echo maintains a web-based technology platform that compiles and analyzes data from its network of over 24,000 transportation providers to serve its clients' shipping and freight management needs. Echo procures transportation and provides logistics services for clients across a wide range of industries, such as manufacturing, construction, consumer products and retail. For more information on Echo, visit: www.echo.com.

The Echo Global Logistics, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=5293>

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