

DSI Logistics

Providing customized home delivery and distribution services to the home furnishings and appliance industry.

Specializing in Last-Mile White Glove delivery.

Well-Trained, High-Performing Management Team.

Over 8,000,000 deliveries since 1997.



Strong References & Testimonials.

Culture of Recognition & Awards results in high morale & top performance.

Clearly Defined Core Values & Mission Statement.

*Member-National Home Furnishings Association,
Home Furnishings Representatives Guild, National Safety Council.*

DSI LOGISTICS



Whatever It Takes

Our *Total Solution*

DSI's *Total Solution* is a comprehensive, customized plan to improve, control, and manage customer deliveries for retail clients.

Total Solution Features

DSI provides an analysis tool to assist companies in identifying current costs.

A customized cost-effective program is developed to meet the service requirements, fleet, and personnel needs expressed by the client. A detailed operating plan and rate schedule is included.

DSI management, on-site staffing, and independent hauler delivery teams are provided for clients as needed. Delivery teams' compensation is based on successfully completing the delivery, satisfying the customer, and achieving targeted service goals.

Service accountability is assured through the use of performance metrics, incorporating delivery statistics, and consumer surveys reported regularly to client management.

Employee associates receive scheduled, comprehensive training in customer service, and client requirements. Incentive programs are ongoing.

Benefits to Client

An operational analysis can provide a benchmark to define specific costs affecting labor, management, equipment, and administration.

A program with an experienced, professional delivery service that offers flexibility as specific needs grow or change. Outsourcing allows the client to focus on their core business.

Variable per unit delivery costs aid client during seasonal fluctuations in business.

Employee related costs are eliminated and Human Resource administrative duties are reduced. DSI and its Haulers are responsible for recruiting, vehicle procurement and maintenance, and insurance, including Workers Compensation, Truck and general liability.

Reports and direct communication are provided to manage program and assure client that customer expectations are met and exceeded.

Customer service training ensures the ability to favorably represent clients' brand and image to their customers. Safety/risk management education reduces exposure.

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DSI does “Whatever It Takes... to Deliver.”

Our clients agree and confirm the value of their partner relationship with DSI:

Dearden's

Ronny Bensimon - President/COO, Dearden's

“After running our own delivery service for 89 years, we questioned the value of outsourcing. DSI helped us define our labor needs and brought in a professional staff of drivers and management who upgraded our service almost immediately. I would recommend DSI Logistics to anyone who needs an experienced, professional, and accountable delivery service.”



Kurt Haines - President, Stoneledge Furniture

“When Ashley began its store expansion program in Southern California, DSI was the logical choice to handle our customer deliveries based on their reputation and strong market presence. Their expertise and professionalism have enabled us to more than double our delivery volume while providing a high level of service to our customers. Our successful relationship with DSI is a key element of our overall strategy of continued growth.”



Mike Sanchez - Vice President/General Manager, Howard's Appliance, Inc.

“We partnered with DSI in October 2008. They brought a level of professionalism for appliance and electronic deliveries that stands above the others to our staff and management. The high level of customer service they provide is excellent. We are happy with the overall results they are able to give, from communication, billing, insurance and most importantly how the customer is treated at the end of the transaction.”



Larry Miller - President/CEO, Sit 'N Sleep

“They (DSI) handle the scheduling, contact the customers and offer great service. We've been absolutely thrilled with them. We have hundreds of deliveries going out daily. Outsourcing deliveries allows us to focus on what we do best - retailing.”



Mike Combest - Vice President/Operations, Sleep Train - Mattress Discounters

“We like working with a company that has integrity and a value system for their employees. Our DSI account personnel and contract drivers strive to satisfy our customers and our consumer surveys show that they succeed.”

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Current Operation vs. DSI's *Total Solution*

Home Delivery Checklist

Acknowledging the scope of responsibilities is one step toward defining home delivery effectiveness. Please check (✓) those tasks associated with your delivery process.

	Current Operation	DSI <i>Total Solution</i>
1. Hire/fire drivers, helpers, and support staff.		✓
2. Complete drug testing, MVR's, and criminal background checks.		✓
3. Ensure associates and delivery teams are trained in customer service, communication skills, and product handling.		✓
4. Track/absorb employee benefit and overtime costs.		✓
5. Plan delivery routing and notify customers.		✓
6. Procure, maintain, and inspect trucks. Deliver Risk Management and OSHA driver training.		✓
7. Provide and monitor workers' compensation insurance.		✓
8. Monitor other insurance factors, i.e. truck, cargo, and general liability premiums, unreimbursed losses.		✓
9. Track frequency and cost of damages (product and in-home).		✓
10. Track liability issues, i.e. accident repair, employee misconduct, and driver negligence.		✓
11. Develop performance metrics to monitor delivery statistics and customer satisfaction.		✓
12. Maintain adequate trucks and personnel to handle seasonal changes in business.		✓
13. Identify and track actual delivery expenses.		✓

DSI is committed to help each client reduce their costs, increase efficiency, and strengthen customer loyalty. A separate analysis tool has been included to help you prepare a financial review of your current delivery program.

DSI will review your processes and discuss your requirements. Together, we can determine if a customized *Total Solution* can benefit your business.

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Service Area



Operating in 18 states including:

Arizona

District of Columbia

Michigan

New York

Pennsylvania

Virginia

California

Delaware

Nevada

Ohio

Texas

Washington

Colorado

Maryland

New Jersey

Oregon

Utah

West Virginia

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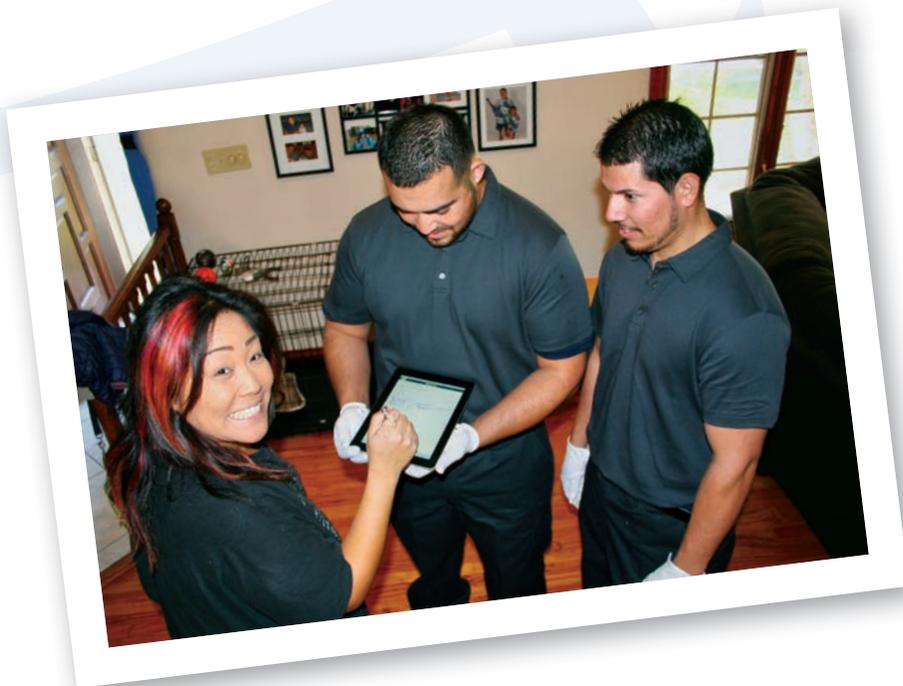
Whatever It Takes

IT Integration

As a DSI customer you have access to our comprehensive order management system.

The system features include:

- Route optimization
- Paperless manifest
- Automated pre-call to confirm delivery date and 30 minute call ahead.
- Route monitoring from our central call center.
- All delivery teams have tablet devices where PODs are logged and transmitted immediately to our clients.
- Date stamped log of order modifications, customer communications and photos of exceptions.



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Whatever It Takes

Active Clients

DSI is honored to have business partners who embrace it's philosophy of providing outstanding value and superior customer service. Their confidence and trust, coupled with DSI's "Whatever It Takes" approach to customized delivery solutions has resulted in effective long-standing relationships.

Furniture

American Signature Furniture
Ashley Furniture HomeStore
Dearden's
Fashion Furniture Rental
Living Spaces
Relax the Back
Scandinavian Designs
Southwestern Furniture
Value City Furniture

Appliance/TV

Airport Home Appliance
Conn's Appliance
Howard's
Lowe's Home Improvement
Paul's TV
Sears Logistics
University Electric

Bedding

Mattress Firm
Sit 'N Sleep
Sleep Country USA
Sleep Train
The Sleep Shoppe

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Whatever It Takes

DSI in the Community

DSI continues to honor its commitment to the community by supporting local charitable organizations. Recently the company participated in these events:

Sleep Country's 7th Annual Washington Pajama Bowl: Members of DSI Logistics North not only donated to the event, but were also represented among the 600 plus pajama clad bowlers. The event raised \$94,000, all of which will be used to provide assistance and resources to the more than 20,000 foster children living in the Northwest.

Sleep Train Charity Golf Classic: DSI team members' participation contributed to a record \$600,000 raised in support of foster children. Proceeds were provided to non-profit organizations which give foster children opportunities they would not ordinarily have, such as learning a musical instrument, reuniting with a sibling at summer camp, or taking part in sports, among other activities.

Big Brothers/Big Sisters of Ventura County Golf Classic: DSI is a proud sponsor of the BB/BS annual golf tournament which benefits youth facing adversity, by creating and supporting one-to-one mentoring. Big Brothers Big Sisters uses the funds raised to recruit, train, screen, and conduct background checks on volunteers to ensure child safety; and provide ongoing support for children, families and volunteers to build and sustain long-lasting mentoring relationships.

City of Hope, National Home Furnishing Chapter: DSI sponsorship and participation with NHFI has supported City of Hope, one of the world's foremost cancer and diabetes research hospitals. From California to North Carolina, this outstanding institution has become the industry's "charity of choice." NHFI's annual West Coast Golf & Tennis Tournament has become a great opportunity for industry partners to raise money and awareness for City of Hope while gathering informally to relax and socialize with colleagues and competitors.

Sleep America Charities – Bed Race: Last year the event collected over 29,000 lbs. of non-perishable food items and \$14,352 in monetary donations during the three days. The food bank currently needs non-perishable food items like tuna, beans, pasta, canned vegetables, rice, cereal, juice (in plastic bottles) peanut butter and baby food.

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