The Final Piece to the Final-Mile Puzzle:
PRIORITY EXPRESS INTRODUCES PX VERITRACK™,
A TECHNOLOGY-DRIVEN SOLUTION TO PROVIDE MAXIMUM VISIBILITY AND
TRACEABILITY INTO SHIPMENTS

Expedited logistics partner delivers a seamless final-mile
experience to meet evolving demands of today's consumers

Priority Express, a leading expedited logistics partner in the Mid-Atlantic, today announced the launch of PX VeriTrack™, a mobile app designed to drastically improve predictability and transparent communication in the world of final-mile delivery solutions. The new app will meet the rapidly changing needs of consumers through custom push notifications, real-time GPS tracking, and greater visibility than ever before.

The final-mile delivery market in the Unites States is expected to reach over USD 65 million by 2023. [1] The startling rise of the e-commerce market and Omni-channel marketing has created a massive need—and greater obstacles—for a seamless, predictable, and reliable final-mile delivery solution. Unlike other shipping services, the last leg of the supply chain is typically time consuming and involves delivering items to multiple routes. Due to traffic in urban areas, this often causes unexpected delays, unpredictable delivery times, and lower customer experience.

"The final-mile delivery market is struggling to keep up with the high level of convenience and communication that today's consumers demand," said Jon Rydel, Chief Executive Officer, Priority Express and CLDA board member. "We are proactively addressing these frustrations through an innovative software that will raise customer satisfaction and efficiency to new heights."

To overcome these challenges, PX VeriTrack™ utilizes a live interactive map and GPS tracking to provide both parties-customers and their delivery end points-with up-to-the-minute ETA's of a driver's exact location. The new app's capabilities include real-time push notifications that will automatically communicate when a shipment will arrive. If deliveries are delayed due to traffic or previous end points, PX VeriTrack™will send a push notification with an adjusted ETA.

The easy-to-use interface also gives Priority Express' customers the ability to provide this application to their end delivery points and be notified prior to a driver's arrival. For healthcare industries, this feature is paramount to delivering high-quality care, especially for bedridden patients who require caregivers to be present at specific times. Patients are now part of the communication process and are aware when a driver is approaching the home to pick up blood, specimens, and other time-critical items.

"PX VeriTrack™ not only provides greater flexibility, but also a seamless and personalized customer experience for all users," said Jon Rydel. "Their time is important, and with complete transparency, customers no longer feel obligated to wait around all day."

PX VeriTrack™ is available for iOS and Android mobile devices.

To learn more, visit www.priorityexpress.com.

BACKGROUND

Since 1994, Priority Express has set the standard in the transportation and logistics industry. The company is known for its customized solutions and seamless communication that meet customer's requirements for time critical packages. Priority Express understands that leading the way in technology and driver accountability allows customers to have a unique and positive experience unlike anywhere else. Utilizing state-of-the-art technology, Priority Express provides GPS live tracking, up-to-the-minute ETA's, and maximum visibility into shipments. From home-based entrepreneurs to large Fortune 500 companies, Priority Express is the trusted same-day delivery service throughout the Mid-Atlantic region.

[1] Mordor Intelligence. (2018). *Last Mile Delivery Market in the United States – Segmented by Service Type – Growth, Trends, and Forecast 2018-2023.* Retrieved from: https://www.mordorintelligence.com/industry-reports/last-mile-delivery-market-in-the-united-states

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