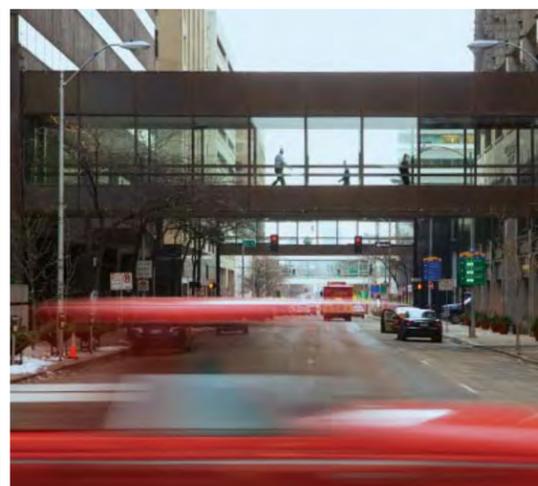


RUAN

DEDICATION THAT MOVES YOUR BUSINESS

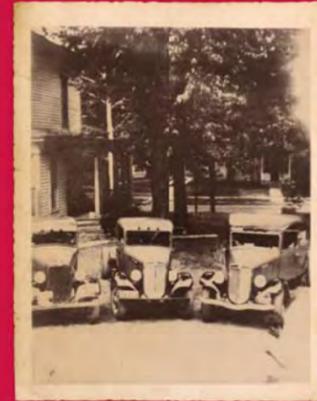
**YOUR
BUSINESS.**







**“WE BELIEVE
IN THE LONG ROAD.”**



My father began this business during the Great Depression with nothing more than a gravel truck and a belief in his abilities. With hard work, innovation, and a customer-focused approach, he soon developed one of the largest privately owned transportation service companies in the United States.

Today, as we look to the future, we are proud that The Ruan Companies have built upon this legacy and continue to lead the way for our industry and for our customers.

We participate in, and help steer, the Smartway Partnership, which seeks to reduce smog-causing emissions and increase fuel efficiency. Our safety-focused organizational culture develops accomplished, professional drivers. Our management training and emerging leadership programs help us to identify our next generation of innovators. And, our ongoing commitment to employing cutting-edge technology, as well as our process-oriented approach, allows us to continually develop new, customer-focused solutions.

Our core values will continue to drive us forward. Integrity, Dedication, Teamwork, and Enjoyment — we are excited for the future of the Ruan Companies and the long road ahead.

John Ruan III

DEDICATED TO OUR CUSTOMERS. NOT THE NYSE.

Ruan is one of the largest independent carriers in the United States. Privately owned, we're able to do what we feel is best for the company and our clients, not for the financial analysts.

This independent spirit has made us leaders in safety and environmental initiatives; has driven our company into new markets; made us the industry leader in Dedicated Contract Carriage service; and has led to great successes such as becoming the largest single carrier of milk in the nation.

It has also allowed us to be true to the humanitarian vision of our founder, John Ruan, who felt that investment in our community, in our employees, and in worthy causes around the world is not just important, it is imperative.

Now, more than 75 years after John Ruan loaded his first order of gravel by hand, The Ruan Companies continue to be driven by the same underlying principles of integrity, dedication and partnership.

THE MEMBERS OF THE BOARD ARE PROUD TO LEAD US DOWN THE NEXT ROAD.



John Ruan III
Chairman and CEO
Ruan Transportation
Management Systems



Jerry Chicoine
CEO (Retired)
Pioneer Hi-Bred
International



Steve Chapman
Chairman
ITAGroup



David Fisher
President
Onthank Company



Lanny Martin
CEO
Platte River Ventures



Ted McCarter
President (Retired)
Boatman's Bank



Suku Radia
President
Bankers Trust
Company



THE RUAN FAMILY OF COMPANIES.



BTC Financial Corporation

Iowa's largest and oldest independent bank, Bankers Trust is the only state bank that can conduct foreign transactions without routing through an out-of-state office. We are recognized as one of the state's strongest banking institutions with more than \$2.4 billion in assets.



Iowa Export-Import

Since 1983, Iowa Export-Import has served as a marketing channel in three primary International and North American markets: agricultural whole goods exports, agricultural components imports, and automotive OEM and aftermarket product imports. Iowa Export-Import strives to provide solutions to the new challenges met by our customers — manufacturers, distributors, and dealers.



Ruan Properties

For more than 30 years, Ruan has held an anchoring position within Des Moines' skyline and economic revitalization. The company's legacies — the Ruan Center, Two Ruan Center and the Marriott Hotel, are visible from virtually any vantage point around the metropolitan area.



Ruan Truck and Trailer Sales

Ruan has been a leading dealer of used trucks and trailers. Given our long-standing commitment to quality, safety, and value, our customers can rest assured that every used truck or trailer we sell has been well-maintained and will fit their needs.



Ruan Commercial Auto Leasing

Ruan provides commercial auto leasing services to a host of businesses. Whether our customers need luxury or basic models, single vehicles or a fleet, they can count on us to be a reliable local partner and a friendly face. We're committed to taking care of all the details, and creating seamless transportation systems that translate into long-term relationships with our customers.



AVIS® Car Rental

Our customers know they can trust Ruan for hassle-free transportation solutions. Car rental is one such solution. Since 1956, Ruan has been a proud, highly successful AVIS licensee in central Iowa. As the AVIS slogan affirms, we try harder to satisfy the needs of our customers, with greater variety from which to choose, as well as competitive rates aimed at maintaining customer loyalty.

DEDICATION THAT MOVES YOUR BUSINESS.

RUAN HELPS DRIVE THE AMERICAN ECONOMY. ONE LOAD AT A TIME.

AND WE SUCCEED WHEN OUR CUSTOMERS SUCCEED. WE SUCCEED WITH INTEGRITY—BY BEING COMMITTED TO ON-TIME DELIVERY, EVERY TIME.

WE SUCCEED THROUGH DEDICATION—TO SAFE OPERATION, TO INCREASED EFFICIENCY, TO YOUR BOTTOM LINE.

WE SUCCEED WITH TEAMWORK—INTEGRATING OUR COMPANY INTO YOURS TO BETTER UNDERSTAND YOUR NEEDS.

AND WE SUCCEED THROUGH ENJOYMENT—BY ENSURING A HEALTHY WORK-LIFE BALANCE SO OUR EMPLOYEES CAN EXCEL AT WORK AND IN THEIR COMMUNITIES.

FOR THESE REASONS, WE KNOW WE WILL SUCCEED IN BECOMING THE MOST SOUGHT-AFTER TRANSPORTATION SOLUTIONS PROVIDER IN THE UNITED STATES.

AND, YOUR MOST VALUED PARTNER.

The number-one complaint of truck drivers nationwide is the lack of a predictable home life. Long hauls and unpredictable destinations keep them on the road and away from their families.

HIS JOB DESCRIPTION IS SIMPLE. HE WORKS FOR YOU.

Early on, Ruan decided to do something about this. We made drivers' schedules predictable with both home daily and regional operations. We ensured drivers had local managers at each location. And we created dedicated fleets that serve one primary customer.

As a result, our driver retention rate jumped to five times the industry average. And, our drivers developed relationships with our customers.

These relationships are one of the cornerstones of the Ruan promise: That we will keep your company moving forward. That all of us — our professional drivers, mechanics, logistics personnel, managers and support team — are dedicated to improving your bottom line.

We work for Ruan.

We work for you.



AT YOUR SERVICE. ALWAYS.



We think about shipping constantly; how the weather will affect travel; if road construction will add two minutes, or two hours.

We do this because Ruan is dedicated to doing anything and everything we can to ensure your shipments arrive on time — 100% of the time — whatever the conditions, whatever the time of year. We do this so you can concentrate on what you do best.

And we do it very well. Our dedicated contract carriage approach is praised by customers and drivers alike and provides us with a fundamental understanding of a customer's needs. Our high-payload bulk transport equipment can lower shipping costs by 20%. And our brokerage services help keep trucks full, thereby reducing shipping costs.

It's an approach that integrates our company into yours. That pairs your bottom line with our bottom line. And that gives you exactly what you need. Always.



YOUR BUSINESS. OUR BUSINESS.



Retail

Speed is everything. Run out of product at critical times and bottom lines can quickly bottom out. Our retail customers rely on Ruan because they know they can expect their goods to arrive on time, to where they're supposed to be delivered.



Manufacturing

Whether handling Just In Time inbound shipments of raw materials, interplant movements, multi-stop deliveries to distributor/dealer networks, or anything in between, Ruan has the resources and expertise to get it done, and get it done right.



Food & Grocery

An inefficient supply chain is a surefire way to spoil a company's bottom line. This is most true in the grocery industry, where delays in delivery result in empty shelves and dissatisfied consumers. For more than 70 years, Ruan has served the needs of our grocery customers. We make it easier for them to feed America by promising — and delivering — fresh goods, on time.



Bulk Food Grade

With complicated logistics, sanitation measurements, and tracking, food-grade bulk transport is a major challenge. But Ruan's professional drivers and excellent training have made us a leader in this field, and our innovations are helping customers ship more for less.



Building Materials/Supplies

When shipping materials and supplies, logistics take center stage. Like a well-choreographed ballet, Ruan drivers pick up their packets knowing precisely where and when their loads will be delivered — and in what sequence they must arrive. Our attention to detail and professional drivers are critical to keeping the construction industry building.



Everything In Between

Some of Ruan's largest customers don't fall within a "category", which is just fine with us. We believe that with our creative approach to problem solving, our dedication to customer service, and our years of experience shipping everything from food to rocket fuel, we can meet any transportation challenge.

BEYOND THE BOX.

Bulk Carriage

Considering John Ruan's first delivery in 1932 was a hand-shoveled load of gravel to a road construction site, it's safe to say we have a lot of experience in bulk distribution. In fact, no matter how remote your location, Ruan has the equipment, expertise, and exceptional people to efficiently, profitably, and safely transport any bulk commodity. Whether food-grade products, bulk construction materials, or virtually anything in between, count on our professionals to move it for you, worry-free.

Delivering more for less.

In this business, maximized payload means everything, and our customers know that's exactly what Ruan delivers. Our on-staff engineers work with our tractor and trailer suppliers to custom design solutions that give you higher payloads, while reducing cost per hundredweight by as much as 20%.

Delivering safely.

Bulk transportation requires exceptional care and caution. That's why our safety experts perform routine location audits and operational risk assessments to help prevent costly accidents. And why our professional drivers are certified to handle and test bulk milk; receive HAZMAT and cryogenics training; and complete mandatory Smith System training.

Delivering on time.

Ruan drivers are assigned to individual shippers, so they handle the same type of equipment and cargo on every run. That experience—with your job site, your personnel and your product—is invaluable in meeting deadlines and avoiding mistakes. It's also part of the reason we have a driver retention rate five times the industry average.

“There are almost 1,000 tanker loads of milk a day coming into our processing plants. Spread that out over 24 hours and add the unpredictability of cows, and you can see it's pretty intense. Just keeping up takes some sharp people.”

— Richard Cotta, Chief Executive Officer, California Dairies, Inc.



THE INDUSTRY: Dairy

THE CHALLENGE:

By 2007, Ruan acquired two of the largest dairy haulers in California. With the acquisitions, Ruan immediately became responsible for 80% of California's dairy hauling.

THE SOLUTION:

Drawing on 50 years of experience delivering bulk dairy products, Ruan tackled this enormous and complex supply chain. We increased capacity, instituted dairy-specific training programs, and introduced several innovations designed to ensure the highest level of product integrity. Foremost among these is RedTrak, a proprietary supply chain solution that monitors production plants and directs drivers to the one most likely to handle a new load the quickest. As a result, we're transporting tens of millions of pounds from farm to plant every day, and product quality has never been higher.



THE COMPANY:
Whole Foods Market®

THE CHALLENGE:

After years of operating their own private fleet, Whole Foods Market wanted to focus on its core business — healthy food — and get out of the transportation business.

THE SOLUTION:

In January 2008, Ruan's dedicated contract carriage service relieved Whole Foods Market's burden, reducing risk and liability, while retaining most of the drivers. Operating a 24-hour, on-site terminal in Austin, Texas, with 25 trailers and 30 drivers, the switch has resulted in impressive cost savings and increased efficiency. Whole Foods Market is even enjoying new revenue through Ruan's brokerage services, which pays Whole Foods Market for third-party backhaul loads.

“ We have a true partnership with Ruan in every sense of the word. Ruan made our transition from private fleet to dedicated totally seamless. They didn't miss a beat. ”

— Mitch Sells, Associate Facility Team Leader, Whole Foods Market

WE BELIEVE IN CLEAR ROADS. FULL LOADS. AND 100% ON-TIME DELIVERY. 100% OF THE TIME.

Dedicated Contract Carriage

Our dedicated contract carriage approach turns the Ruan fleet of trucks into your own fleet of trucks — without the hassle or overhead.

Instead, you get more than 5,600 employees operating, servicing and coordinating 4,400 power units and 6,700 trailers out of more than 160 nationwide locations. All focused on improving your bottom line.

What we do.

Whether it's a driver, a logistics professional or an on-site manager, every Ruan employee advocates for your company. We constantly look for ways to improve processes and efficiency so that our services evolve with the needs of your company. And it's a mindset that works: we consistently earn Carrier of the Year awards from some of the world's largest retailers, distributors, and manufacturers.

Drivers who know you. Drivers you know.

Successful transportation solutions require highly trained professional drivers. But we take it a step further. With Ruan, your driver is your driver. He or she is dedicated to your route, dedicated to your company. Which means no surprises. And better yet, no confusion.

On time. All the time.

All of this is in service of our goal, and yours. Our commitment is to execute 100% on-time delivery — even during peak seasons or business surges, and despite weather or road construction delays.

Watch us work.

Naturally, you'll want to know the status of your shipments. That's why our trucks are GPS-linked directly to our logistics command center, which you can access anytime through Ruan Track & Trace.

“ Ruan is continually analyzing our logistics process. When they find gaps or opportunities — like backhaul — it almost always leads to a cost savings for us. ”

— Roger Burlingame, General Manager, Ceco Building Systems



EMPTY TRUCK. EMPTY WALLET. SAME THING.

Ruan Certified Brokerage Services

An empty truck does nothing but add to the cost of shipping products. Which is why, in addition to finding trucks to haul freight on a truck-by-truck basis, we can line up freight for our customers' trucks that might otherwise return home empty. Our contacts with top independent trucking companies nationwide, as well as other companies requiring shipping, make it easy to create a win-win situation for everyone.

THINKING OUTSIDE THE TRUCK.

Integrated Services

Many companies have supply chain needs that extend beyond dedicated contract carriage, bulk carriage, and Ruan Certified Brokerage Services. Because we believe so strongly in providing the best solutions for your bottom line, we offer several additional, specialized services. Like our core services, they can be seamlessly integrated into your supply chain operation.

- Logistics management
- Warehouse management
- Cross-docking
- Intermodal freight management and moving
- Facility/yard management
- Product consolidation
- LTL consolidation
- Kitting
- Subassembly

THE COMPANY: Ceco Building Systems

THE CHALLENGE:

A manufacturer of metal building systems, Ceco's logistics are complex. The company compares its flow of delivery materials to a well-choreographed ballet — a ballet that changes daily and must be scheduled out anew.

THE SOLUTION:

To help reduce delivery costs, Ruan's on-site manager participates in daily scheduling and manufacturing production meetings, and conducts analysis of Ceco's production material freight. Based on this information, we are able to coordinate backhauls after deliveries on approximately 45 percent of their loads, significantly reducing the cost of deliveries.





Information
Superhighway



MERGE LEFT

It's a safe bet that Ruan's earliest employees would barely recognize today's trucking industry. Trailers are larger. High horsepower tractors haul bigger loads. And computer and satellite technology have revolutionized everything from loading to tracking.

WHERE THE HIGHWAY MEETS THE INFORMATION SUPERHIGHWAY.

Ruan takes full advantage of these technological tools to ensure that we're optimizing every part of your supply chain, and we continue to look for future ways that technology can increase efficiency.

Custom Trailer Design

On-staff Ruan engineers work with bulk carriage customers to design tractors and trailers with higher payloads, while reducing cost per hundredweight by as much as 20%.

Track & Trace

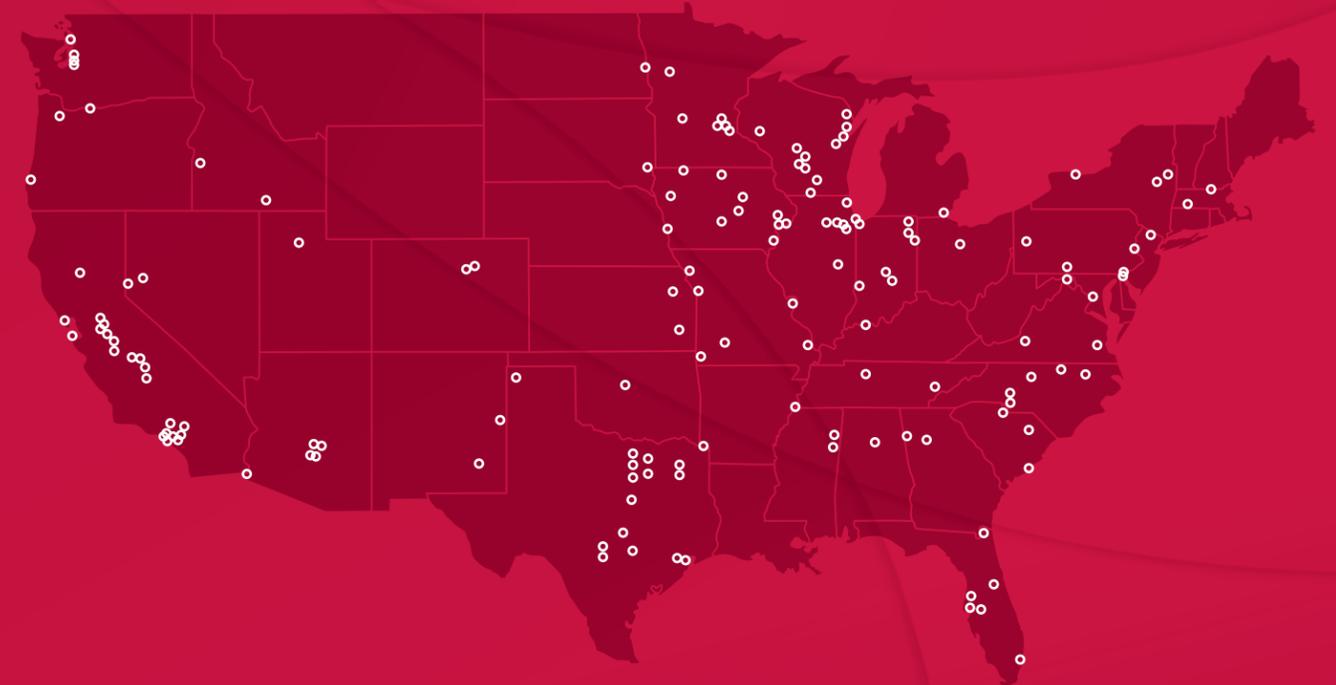
This powerful system provides you with real-time information on the status of any shipment within the Ruan network. Simply log into our logistics center, and you can find the exact location of your GPS-enabled truck.

Auto Load Tender

This convenient service automatically dispatches loads to carriers and confirms delivery and payment information.

RedTrak Dispatch

This cell phone-enabled service lets drivers receive real-time dispatch information and wirelessly transmit all data associated with the load — helping to optimize the complex dairy supply chains.



YOU KNOW THE ROAD LESS TRAVELED? WE'RE THERE.

WHETHER YOUR BUSINESS OPERATES IN DOWNTOWN MANHATTAN OR AT THE END OF A LONG, DUSTY ROAD IN RURAL NEW MEXICO, RUAN IS THERE. OUR MORE THAN 160 U.S. LOCATIONS AND EXPERIENCE IN ALL FACETS OF TRANSPORTATION MEAN WE'RE WHERE YOU NEED US TO BE. ALWAYS. WITH EFFICIENT, CONVENIENT SERVICE — AND AN ENTIRE ORGANIZATION DEDICATED TO MOVING YOUR COMPANY FORWARD.



With our safety-first culture and ongoing commitment to innovative and sustainable solutions, it's not surprising that we've led the transportation industry in safety programs and in environmental responsibility.

SAFETY IS GOOD BUSINESS.

Safety First

Approaching safety as a competitive advantage as well as a moral responsibility, Ruan was the first in the industry to introduce formal safety programs. The initial program, begun in the mid-1940s, included four supervisors responsible for hiring and providing safety training to all drivers. Ruan also offered safety awards and cash bonuses to drivers who were accident-free each year.

In 1986, Ruan developed the MEGA Safe program, which consisted of a series of training modules and videotapes. Ruan also packed the MEGA Safe program into two specially painted trucks and went on a 46-city tour to spread the word about safety.

Additionally, our commitment to safety has been an investment in our company. Safety initiatives have repeatedly paid for themselves in increased productivity and reduced equipment and insurance costs.

Today's initiatives, such as company-wide Smith System training, the Driver of the Year Program, and the Safety Council continue to pay dividends in accomplished drivers and satisfied customers.

RUAN RED IS THE NEW GREEN.

SmartWaySM Transport Partnership



Ruan is committed to improving fuel efficiency and reducing our carbon footprint. That's why we became a member of the SmartWay Transport Partnership and are on Smartway's Next Generation Council.

Originating as an innovative collaboration between the U.S. Environmental Protection Agency (EPA) and the freight industry, the Smartway Transport Partnership was designed to increase energy efficiency while significantly reducing greenhouse gases and air pollution. Ruan earned the highest possible score in our application review.

The Partnership's goal is to reduce 33 to 66 million metric tons of carbon dioxide and up to 200,000 tons of nitrogen oxide per year by 2012 by improving the environmental performance of freight operations. Carbon dioxide is the most common greenhouse gas, and nitrogen oxide is an air pollutant that contributes to smog.

DRIVING OUR FUTURE.

Leadership Programs

Developing and nurturing Ruan's next generation leadership team is vital to our success. And it's a project that never ends.

For high-potential employees identified by a regional vice president, we have created the Emerging Leader Program. This eight-month program of coursework fosters the kind of skills today's top managers need. Classwork includes everything from navigating critical conversations to time management.

The Terminal Manager Training Program pairs trainees and supervisors. Every four months they meet in Des Moines for a two-week session that covers issues ranging from operations and finance to labor relations and human resources.

It's not just managers or emerging leaders that benefit from training at Ruan; monthly professional development classes are open to all employees. These classes concern topics such as project management, emotional intelligence, and generations in the workplace. Training in Ruan systems is also offered.

Ruan employees also complete required training online, including the Department of Transportation and OSHA training every two years.





PART OF THE HEARTLAND.

Ruan has always been proud to be a part of Iowa. Our families are here; many of our customers are here; our history is here.

And because we believe so strongly that a company must do more than simply exist in a community, Ruan has ensured that our future remains in Iowa as well.

We did that by betting early and betting heavily on Des Moines. At a time when companies were fleeing for the suburbs and the city was showing its age, Ruan built the 36-story Ruan Center and the 14-story Two Ruan Center. Soon after that, Ruan was the lead investor in a 420-room Marriott Hotel located across the street. A skywalk, originally meant only to connect our corporate campus to the hotel, has grown into one of the country's largest downtown skywalk systems.

Our leadership changed the face of the city and spurred an economic renaissance, urban beautification, and a boom in downtown housing. To this day, the revitalization of downtown Des Moines continues to spread far beyond where it started. And Ruan, and the family of John Ruan III, continue to lead the effort.





THE WORLD FOOD PRIZE



PART OF THE WORLD.

Created in 1986 by Nobel laureate Dr. Norman Borlaug, the World Food Prize honors the lifetime achievements of individuals who have advanced human development by improving the quality, quantity, or availability of food in the world.

But it might have been very different. In 1990, the prize's original sponsor backed out and the Nobel committee turned down Dr. Borlaug's request for funding. Fortunately, John Ruan heard of his fellow Iowan's dilemma and made the decision to establish a foundation that assumed sponsorship of the World Food Prize.



The prize became one of his passions, and Ruan worked to raise its profile both in Des Moines and across the nation. In 1994, Ruan and Borlaug added the World Food Prize Youth Institute, and in 1997, Ruan contributed another \$10 million to permanently endow the prize and ensure its tenure in Des Moines. The Norman E. Borlaug Hall of Laureates — spearheaded by John Ruan III and the City of Des Moines — is expected to be completed in 2010 and will serve as the permanent home of the World Food Prize.

Today, with its \$250,000 award, the World Food Prize is the foremost international award recognizing excellence and progress in overcoming global food production and distribution challenges while inspiring new generations to embrace the cause.

IT MIGHT SEEM STRANGE THAT A TRUCKING COMPANY IS SO DIVERSE.

BUT EACH OF OUR BUSINESSES, AND EACH OF OUR VENTURES, GREW OUT OF A NEED TO HELP OUR CUSTOMERS AND THE COMMUNITIES WE SERVE.

AND, AS WITH EVERYTHING WE DO — WHETHER IT'S CREATING INNOVATIVE CUSTOMER PROGRAMS, FOSTERING LEADERSHIP THROUGH EMERGING LEADERS AND MANAGEMENT TRAINEE PROGRAMS, TAKING THE LEAD ON INDUSTRY SAFETY INITIATIVES, GIVING BACK TO THE COMMUNITY, OR HELPING TO FEED THE WORLD — RUAN IS DEDICATED TO MOVING FORWARD.



YOUR BUSINESS.



OUR BUSINESS.

RUAN

DEDICATION THAT MOVES YOUR BUSINESS

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WWW.RUAN.COM