



See us at booth #1244



For Immediate release
May 1, 2008

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Manna Offers ScheduleMyDelivery.com

Waiting weeks to get your new PTV, theatre chairs, surround sound system, or anything else for that matter, is no longer acceptable to today's consumers. Exchanging voicemails with a transportation company, while trying to schedule your delivery is just as aggravating.

Those are the thoughts driving expedited delivery and a new ability for buyers to schedule their own deliveries at Manna Distribution Services, a Minnesota-based transportation company and the leader in flat panel TV home delivery in the U.S. *Schedulemydelivery.com* gives buyers the ability to choose a date and time window that is most convenient for them.

"Retailers are facing a world of enormous change because of the internet," says Manna's Sr. Vice President Robert J. Masters. "Buyers have never been less brand-loyal or more impatient than they are today." That means greater pressure on retailers to get the sale right the first time and deliver on everything promised or pay the price in buyer's remorse and cancelled orders.

"We asked ourselves how the direct-marketed or e-retailing buying experience was different from the traditional bricks and mortar buying experience," Masters says. "Of course one of the answers was the immediate gratification of taking your new PTV home with you versus waiting several weeks for it to be delivered and then having to take a day off from work to wait for the truck to come."

Those thoughts prompted Manna's IT, operational, and marketing teams to brainstorm ways to bring the consumer fully into the transportation and delivery loop. Masters says the result is *ScheduleMyDelivery.com*, a website to which Manna directs buyers while their flat screen, furniture, or other large-scale purchase is enroute. An email and a phone call from Manna's customer service department alert the buyer of the first day that their purchase will be available for delivery . The buyer may then go to *ScheduleMyDelivery.com* and pick the date and delivery window that works best.

"The product is already well on its way from the warehouse or distribution center when the alert goes out," Masters says. That alone shortens the delivery time from weeks to typically between three and five days, even if it's coming from the opposite side of the country.

"People who buy online are accustomed to speed," Masters says. "The internet has made it easy to get information, shop around, compare prices, and buy with confidence. The transportation industry needs to stay ahead of the demand for speed and respect the buyer's desire for gratification."

Masters says the back-end savings are attractive to his business, while the customer gets improved and automated service, and the buyer becomes an informed and active part of the transportation equation.

Privately-owned Manna Distribution Services is based in Mendota Heights, MN, and has been in the transportation business since 1991. **A repeat exhibitor at the Internet Retailer Conference and Expo, Manna can be found at booth number 1244.**