



Strangeloop Keeps Graebel Moving Ahead Worldwide

Employee Productivity on the Rise after Site Optimizer™ Improves Application Response Time by 50%

VANCOUVER, B.C. June 11, 2010 – Graebel Relocation Services Worldwide, Inc., a division of the Graebel Companies, Inc., announced today the successful deployment of the Strangeloop® Site Optimizer™ to accelerate the performance of its web-based relocation logistics application.

Graebel Relocation Services Worldwide, a leading full-service relocation and move management company, offers its customers seamless, highly personalized services anywhere in the world. To manage the complexities of its global relocation business, Graebel relies on a highly-specialized feature-rich application that must perform quickly.

Site Optimizer reduced Graebel's application response times by at least 50%, dramatically improving site functionality and employee productivity.

"Managing superior worldwide relocation and moving services requires careful attention to every detail," says Alan Ruth, senior director of enterprise applications at Graebel. "To coordinate services, often in the most remote regions of the world, demands a relocation logistics program that runs efficiently and quickly, all the time. Deploying the Strangeloop Site Optimizer has significantly improved the speed of our application, which has resulted in an increase in our employees' productivity. This will ultimately contribute to our bottom line."

There is a growing body of research that demonstrates the direct relationship between site speed and revenue. In 2009, the Aberdeen Group released a study that revealed that issues with application performance are affecting overall business revenues by up to 9 percent. The same study also said that a 1-second delay in load times equals 11% fewer page views and a 16% decrease in customer satisfaction.

Strangeloop offers the only solution designed to address the unique performance issues of today's highly interactive web environments. The Strangeloop Site Optimizer is an easy-to-use web acceleration solution that is available as either a hardware appliance or as a service via the cloud. Site Optimizer has been proven to result in increased conversion rates, more revenue per visitor and improved employee productivity. Site Optimizer also reduces maintenance and development costs, transforming optimization from a lengthy and complex coding process into an automated function performed in real time by an intelligent appliance.

"Ensuring that the Graebel relocation staff can perform at their best and exceed their clients' expectations everywhere in the world is challenging," said Strangeloop CEO Jonathan Bixby. "We are excited that Site Optimizer has allowed Graebel to significantly increase productivity by accelerating the performance of the company's web application without any changes to their code or infrastructure".

About Strangeloop

Founded in 2006, Strangeloop's original product offering was the Strangeloop AS1000, a delivery-focused accelerator for ASP.NET. In 2010, the company launched Site Optimizer™, a next-generation

solution that offers a powerful set of features that work together to provide roundtrip reduction, rapid rendering, and dynamic browser caching. Site Optimizer makes Strangeloop's web acceleration capabilities available to companies in different environments: as a hardware appliance, as a virtual appliance, and as a service via the cloud. Strangeloop clients – including AutoAnything, Sodexo, O'Reilly, and Visa Signature Hotels – report that, after implementing Strangeloop solutions, their conversion rates have increased by up to 8.5% and they have experienced revenue increases of up to 52%. Strangeloop is based in Vancouver, BC. For more information, visit www.strangeloopnetworks.com.

About Graebel Companies, Inc.

Graebel is a global relocation company that provides worldwide relocation management services, domestic U.S. and international moving and storage services, freight forwarding, move management and commercial office moving and workplace services. With headquarters in Aurora, Colorado, divisions include Graebel Relocation Services Worldwide, Inc., Graebel Movers International, Inc., Graebel Commercial Services, Inc., Graebel Van Lines, Inc., Graebel Movers, Inc., and Move Management, Inc. Founded in 1950, Graebel is a wholly owned, privately-held company boasting proprietary technology, processes and an extensively background-checked and trained employee workforce. Graebel clientele are firms in the Fortune 500 and the Global 100. For more information, visit www.graebel.com.

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