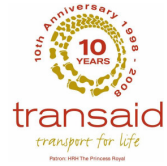


PRESS RELEASE



TRANSAID
137 Euston Road
London
NW1 2AA

t: 020 7387 8136
f: 020 7387 2669

Release date: 9 January 2008

SPOT THE TRANSAID TRAILER TO WIN GREAT PRIZES

Most people have heard of train and plane spotting, but now Transaid has teamed up with logistics services specialist Wincanton and trailer manufacturer Schmitz Cargobull for a game of 'Spot the Transaid Trailer' on the roads of Britain until the end of April 2008.

Drivers in the UK are encouraged to keep their eyes peeled over the next few months for the 13 metre long Transaid trailer which is out and about on Britain's motorways every day. The distinctive trailer emblazoned with Transaid logos on both sides is generously being used by Wincanton as part of their comprehensive and expert distribution service. Supplied and sponsored by Schmitz Cargobull, the trailer is travelling between the North West of England to the south of London seven days a week.

The specially decorated trailer will create awareness about the charity, which seeks to alleviate poverty in Africa through the better management of transport systems to provide better access to health and livelihoods. It also offers drivers across the UK the chance to win great prizes.

"Everyone needs transport to exist. Transport delivers health, education and the ability to earn a living - essentials for everyday life. But in many of the poorest regions of the world, access to transport is poor or non-existent," Chris Saunders, CEO of Transaid comments. "Raising awareness through this unusual outreach campaign is just one of the many new initiatives that Transaid is launching for 2008."

Andrew Morley, Schmitz Cargobull (UK) Ltd's Sales and Marketing Director commented: "Transaid seeks a world where transport contributes fully to a better quality of life and we are delighted to be able to raise the transport industry's awareness of Transaid and contribute to the excellent work that the organisation does throughout Africa."

Holly Porter, Marketing Director at Wincanton said: "Wincanton is pleased to support Transaid in this venture. The trailer will no doubt make a real impact and help raise public awareness of the vital role played by transport in developing economies."

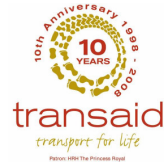
If you spot the Transaid trailer on Britain's roads and would like the chance to win one of the many prizes available, log onto www.transaid.org/spotthetrailer to enter. Draws will be made each month.

ends

Note to Editor:

Transaid (www.transaid.org) is an international development agency that aims to improve people's quality of life in the developing world by making transport more available and affordable. It was founded by Save The Children and the Chartered Institute of Logistics and Transport (UK) and works by sharing skills and knowledge with local people to

PRESS RELEASE



enable them to put in place and manage efficient transport systems. Transaid's core work includes creating transport management systems for the public sector and assisting with the provision of professional driving qualification development and the training of driver trainers. It also assists with teaching preventive vehicle maintenance management and introducing local, low cost transport solutions including its innovative bicycle ambulance. Transaid also helps promote HIV, AIDS and road safety awareness and shares its specialist knowledge with the humanitarian aid sector. Transaid enjoys strong backing from the transport and logistics industry and the active involvement of its patron, HRH The Princess Royal.

Prizes include:

Schmitz Cargobull model trailer, cap, bag, mug and key ring

£50 voucher for Selfridges kindly donated by Wincanton*

Transaid/Schmitz Cargobull "Spot the Trailer" Trophy

*The type of voucher given will be subject to change with each bi-monthly draw.

For further press information:

Transaid: Chantelle Cummings or Sarah Eccleston on + 44 (0) 20 7387 8136, or by email to chantelle@transaid.org/
sarah@transaid.org

Garnett Keeler PR: James Keeler or Nick Zea-Smith on +44 (0)20 8399 1184, or by email to jk@garnett-keeler.com/
nzs@garnett-keeler.com

TRAN/117/08



the **vital link** across the
developing world

137 Euston Road, London NW1 2AA
t: +44 (0)20 7387 8136
f: +44 (0)20 7387 2669
e: marketing@transaid.org
www.transaid.org

Registered charity no. 1072105. Patron HRH The Princess Royal