

News Release

Dynamex Introduces SmartLogin® Technology

Customers to Enjoy 1-Click Login Desktop Application from SmartIcon Technologies

DALLAS, Jan 08, 2010 (BUSINESS WIRE) -- Dynamex Inc. (NASDAQ: DDMX), the leading provider of same-day delivery and logistics services in the United States and Canada, today announced that it has entered into an agreement with SmartIcon Technologies LLC, developer of SmartLogin®, to offer SmartLogin(R) to customers. SmartLogin® is now available for download at <http://www.dynamex.com>.

SmartLogin® downloads in 20 seconds, and places the Dynamex dxNow(TM) logo on a customer's PC desktop, web browser toolbar, and Quick Launch taskbar. Customers just click on the dxNow(TM) icons and are automatically logged into their dxNow(TM) account. Dynamex was the first same day delivery and logistics services company to introduce Internet-based ordering and tracking. With dxNow(TM), the powerful on-line tool developed by Dynamex, customers can place orders on-line and follow the order from initial pickup through final delivery. When the delivery process is complete, customers can update their records with the extensive reporting features available through dxNow(TM).

"Our affiliation with SmartLogin® to leverage the 1-Click desktop application is just one of the ways we are streamlining and making continued investments in our business and enhancing the overall customer experience, commented James L. Welch, president and chief executive officer of Dynamex. This technology investment improves our industry leading offering and our ability to service customers. The 1-Click technology's user friendly design and the ability to improve order time fits well with our clients' same-day, point-to-point, time sensitive transportation needs."

"Dynamex is the premier provider of same-day delivery and logistics services, and their clients' time sensitive transportation needs are a natural fit with our industry leading technology. Dynamex has certainly taken an important step in leveraging the power of online orders by bringing their dxNow(TM) icons directly to computer desktops across North America," said Kirk Godby, President of SmartIcon Technologies. "In addition, they now have an asset that strengthens their brand, creates a competitive edge, and stimulates customer loyalty."

About Dynamex, Inc

Dynamex Inc. (Dynamex) is the leading provider of same-day delivery and logistics services in the United States and Canada. Through its network of business centers, the Company provides same-day, on-demand, door-to-door delivery services utilizing its ground couriers. For many of its inter-city deliveries, the Company uses third party air or motor carriers in conjunction with its ground couriers to provide same-day service. In addition to on-demand delivery services, the Company offers local and regional distribution services, which encompass recurring, often daily, point-to-point deliveries or multiple destination deliveries that often require intermediate handling. The Company also offers fleet outsourcing services and provides its customers a fleet of dedicated delivery vehicles at single or multiple customer sites. For more information, please visit www.dynamex.com.

About SmartIcon Technologies LLC

SmartIcon Technologies LLC is the developer of SmartLogin®, a patent pending 1-Click Login Desktop Application that allows retailers and service providers to increase online orders and bottom line profits, maximize brand exposure, and achieve greater customer engagement and loyalty. Today, many clients from multiple industries are taking advantage of this One Click login Desktop App and the 24 x 7 desktop branding and marketing exposure. For more information, please visit www.smarticontechnologies.com.

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