

**Boyd Bros. Transportation Named 2010 *Best Fleet to Drive For***  
*Second annual survey and contest recognizes best workplace for company drivers*

Clayton, Alabama --Boyd Bros. Transportation was selected as *Best Fleet for Company Drivers* by the Truckload Carriers Association (TCA), an organization dedicated to representing the interests of truckload carriers, and CarriersEdge, the leading provider of online driver improvement programs.

Boyd Bros. was officially presented with its award at the TCA Annual Convention, held February 28-March 3, 2010, at the Wynn Resort in Las Vegas.

Chris Cooper, Boyd Bros. chief operations officer, says he is very proud of this recognition. "The award is one of the greatest single achievements in our company's 54 year history," says Cooper. "It's a reflection of our culture and how much we value our people. Certainly, it shows our dedication to creating a good environment for our drivers to operate. Thanks to all of our associates inside that make a difference in the lives of our drivers."

Gail Cooper, Boyd Bros. chief executive officer, agrees. "We have a great team of drivers – they make us very proud," she says. "The number of million safe mile drivers is unbelievable. It is a real testament to their professionalism and dedication."

Boyd Bros. Transportation won in its category for demonstrating solid and consistent results across a variety of areas. The company has invested in a simulator to help drivers learn and/or improve safe driving techniques, developed a mentoring program tied to the usage of the simulator, and established a benchmarking program to track and manage driver performance on the road. It utilizes structured performance reviews to ensure that new hires transition smoothly, consults with a driver advisory board to guide company policy, and offers a variety of educational and career development opportunities. It also maintains a formal wellness program and provides the services of a company chaplain, who conveniently doubles as a certified financial planner.

"The Boyd family has always listened to our drivers. We want to address their needs in every possible aspect of their lives, from instilling safe driving habits, to helping maintain their health, to ensuring their financial stability," said Richard Bailey, president. "It's good to know from receiving this recognition that our drivers recognize our efforts and are happy driving for us."

The *Best Fleet to Drive For* survey and contest was open to any fleet operating 10 trucks or more. Fleets had to be nominated by at least one of their drivers (either a company driver or an owner operator). Nominated fleets were evaluated in areas such as driver compensation, pension and benefits, professional development, driver and community support, and safety record.

**About Boyd Bros.**

In business since 1956, Boyd Bros. knows what it takes to do business right. From their headquarters in Clayton, Ala. to their terminals in Birmingham, Ala., and Cincinnati, Ohio, the employment picture at Boyd Bros. is vibrant and full of

opportunity. Join the team and discover how it feels to work for a stable company that values who you are and offers the support you need to succeed.

For more information, contact Boyd Bros. at 800-543-8923 or visit [www.driveforboyd.com](http://www.driveforboyd.com).

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