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Matson Rebrands Logistics Units as 'Matson Logistics'

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OAKLAND, Calif., Jul 19, 2011 (BUSINESS WIRE) -- Matson announced today that it is rebranding its three logistics units under the new name, Matson Logistics. Combining the suite of services offered by the three entities, Matson Integrated Logistics, Matson Global and Matson America, into one brand will better define the full range of services the Matson name represents outside of ocean transportation, including domestic and international rail intermodal service, long haul and regional highway brokerage, supply chain services, LTL transportation, specialized hauling, and company-operated warehousing and distribution. All of the services offered will be marketed using a newly created Matson Logistics logo.

"As a company with over a century of service in the Pacific, the Matson brand is well established in the maritime industry and strongly associated with experience, commitment, innovation, efficiency and superior service," said Matt Cox, president. "As we grow and strengthen the Matson brand, it is important to differentiate ourselves as both a leading ocean carrier and logistics provider. In the past decade, Matson's logistics services have become increasingly diversified, encompassing warehousing and distribution and moving beyond North American markets to include China. To clarify and strengthen our position in the logistics industry, we will now promote our services using one brand name, Matson Logistics."

As part of this initiative, the three entities have changed their legal names to better reflect the more unified approach to providing logistics services. Matson Integrated Logistics, Inc. is now "Matson Logistics, Inc."; Matson America Transportation Services, LLC is now "Matson Logistics Services, LLC"; and Matson Global Distribution Services, Inc. is now "Matson Logistics Warehousing, Inc." The new names are only legal name changes and do not require any updates or revisions to licenses, codes, customer contracts, insurance coverage, legal rights and obligations, or other documentation.

"Matson is one of the strongest and most widely recognized names in transportation and logistics," added Cox. "We believe the rebranding of our logistics services will help further define Matson as a unique and multi-faceted provider in today's growing supply chain services markets."

Matson Logistics is a subsidiary of Matson. Matson is a wholly owned subsidiary of Alexander & Baldwin, Inc. of Honolulu (NYSE:ALEX).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6797499&lang=en>

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