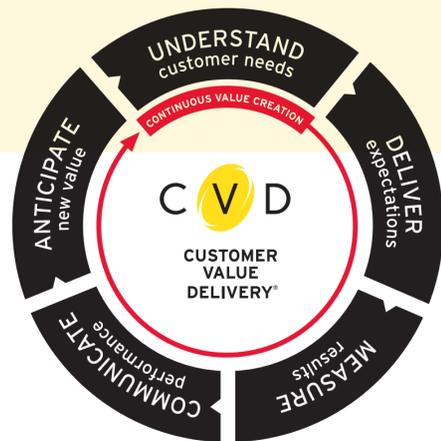


So, just what is it that sets J.B. Hunt apart from our competitors? Though we have distinct differentiation points, when combined they exemplify our efficiencies and industry know-how. These are the benchmarks of our success now and for the future.



Value

Adding value every day.

J.B. Hunt utilizes a proprietary methodology known as Customer Value Delivery® (CVD) that distinguishes our passionate pursuit of continuous improvement in all that we do. It is our roadmap for creating new value and anticipating the needs of our customers.

Continuous value creation.

The five stages of CVD ensure a continuous development program that matches customers' needs with our services.

Stand up and be counted.

Accountability is placed on each and every account to deliver recognizable value in terms of cost, capacity and service. Unique KPI reports link customer-specific needs to J.B. Hunt's services and performance. Once established, these benchmarks are reviewed weekly and adjusted as needed to continuously improve service and add new value.

People

Nobody does it better.

We believe that one of the factors differentiating us from our competitors is our service-oriented people. J.B. Hunt employees are the absolute best in the business and they exemplify J.B. Hunt's pledge to deliver new levels of value for our customer at every opportunity.

Doing business the right way.

Our dedicated family of employees strives each day to deliver impeccable customer service and operate as an extension of our customer's enterprise. We see our customers as our partners, and their success translates into our own. Through our solutions, we seek to improve their businesses and make a lasting impact to their bottom line.

Our associates are good, but don't just take our word for it.

- > J.B. Hunt named six times to the list of "100 Best Places to Work in IT" by IDG's *Computerworld* magazine.
- > J.B. Hunt named "One of America's Most Admired Companies" by *Fortune Magazine*.
- > J.B. Hunt named "Top 50 Military Friendly Employers" by *G.I. Jobs Magazine*.



Innovation

It separates a leader from a follower.

As an innovation leader, we help our customers reinvent transportation processes so they can meet the untapped needs of their customers. Utilizing an integrated, multimodal approach, we provide capacity-oriented solutions centered on delivering customer value and industry-leading service.

Forward thinking with a history of success.

Our customers benefit from more than 40 years of experience that has produced a deep inventory of transportation solutions. From pioneering the Intermodal revolution to becoming North America's premier dedicated provider to the launch of our Final Mile Services, J.B. Hunt continually reinvents itself to bring innovative solutions to our customers.

"How can we make you more profitable?"

Our ability to offer multiple services, utilizing our four business segments and a full complement of logistics services through third parties, represents a competitive advantage. We believe this unique operating strategy, along with our award-winning technology, adds value for our customers and increases returns to our stockholders.



Sustainability

Road to rail. What a breath of fresh air.

By converting over-the-road shipments to rail, greenhouse emissions are reduced by an impressive 50% while lowering overall shipment cost. It's just another reason we've evolved into the world's largest intermodal transportation provider.

It's not rocket science, but it's close.

When it comes to reducing wind resistance and increasing fuel efficiency, the same innovations used in space travel can also apply to trucks. We've engineered one of the most aerodynamic fleets on the road to create a solution that also adds "green" to the bottom line.

It's smart to be green.

We carry the highest SmartwaySM rating from the U.S. Environmental Protection Agency, and we have been awarded the SmartWaySM Transport Partnership Carrier Excellence Award every year it has been awarded since 2008.



Safety

It starts with the industry's best drivers.

We recruit, and retain, the safest and most-experienced drivers available. They are the single most important asset to our industry-leading safety culture.

It's how we make the best better.

We start with the best drivers and then make them better through award-winning training programs that include driving simulators and Smith System[®] driver-training practices. To back up this effort, our non-driving employees are held to the same exacting standards.

"33 million miles, no major accidents."

Those were the figures cited by the Arkansas Trucking Association when they made J.B. Hunt the 2007 Corporate Fleet Safety Grand Champion.



Technology

It'll move you.

We have some of the industry's most advanced technology to tackle any transportation challenge. Our award-winning information systems offer our customers real-time data which allows them to make real-time decisions.

A technology company with a transportation component.

Our customers, suppliers and employees continue to push us to create new value through greater automation, improved visibility and enhanced information. We remain committed to this challenge.

One size fits all.

While we're proud of our partnerships with a large number of Fortune 500 companies, we're even happier that we can scale our technologies to fit most any business, regardless of size. We provide best-in-class technology for everyone.

