

Sparrows Point Terminal to Rebrand as “TradePoint Atlantic” – Reflecting Global Breadth as Transportation and Logistics Hub

- Reflects Effort to Position 3,100-Acre Mid-Atlantic Tri-Modal Logistics Hub as a Global Leader in supply chain logistics, transportation, distribution and manufacturing operations

Baltimore, MD (January 12, 2016) – Today, Sparrows Point Terminal, LLC, the owners of Sparrows Point, announced a rebrand to become TradePoint Atlantic. The launch of the new brand and logo for the 3,100-acre transportation and logistics hub will help to strategically position TradePoint Atlantic in the global marketplace.

“With unmatched access to land, water and rail, our future lies on the global stage,” said Michael Moore, CEO of TradePoint Atlantic. “As we make the transition from a local industrial powerhouse to a global transportation and logistics center, our new identity will help us build a global brand for a global economy. Our new brand, reflects our values of Stewardship, Accountability, Progress, Entrepreneurism, and Creativity.”

As the largest privately owned waterfront logistics and manufacturing multi-modal site in North America, TradePoint Atlantic is redefining itself as a global hub for business, trade and commerce. The site is highly unique given the presence of a deep-water port, a turning basin, and a 1,150-foot pier immediately capable of accommodating heavy commodities. Further, it has 100 miles of on-site track and connections to major railroads, as well as direct connections with two interstate highways.

Building on the storied history of the former Bethlehem Steel mill as well as its growing international stature, the new brand highlights Sparrows Point’s new standing while complementing its 125-year-old past as an industrial backbone of the Baltimore area.

After a yearlong planning process and market analysis, TradePoint Atlantic is positioned to become a major tri-modal transportation hub on the East Coast. In 2014, Sparrows Point came under new ownership, and agreements were signed with federal and local officials to bring the project to reality.

The new logo, representative of a top portion of a star, forms a “T” and “A” for TradePoint Atlantic. The Star is a nod to Sparrows Point’s heritage and Bethlehem Steel, known for its locally-cherished Star of Bethlehem – an overpowering steel star that hung 320 feet in the air on one of the former steel mill’s massive furnaces. The three points of the star represent TradePoint Atlantic’s tri-modal capabilities for land, rail, and marine.

About TradePoint Atlantic

The 3,100-acre industrial site in Baltimore, Maryland, offers a gateway to markets around the United States and the world, featuring a unique combination of access to deep-water berths, rails and highways. Ground-breaking agreements signed with federal and state environmental regulators in 2014 to remediate the legacy from a century of steel-making enable the redevelopment of the site with the potential to become one of North America's most strategic multi-modal, multi-commodity terminals. For more information visit: www.tradepointatlantic.com

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