

STRAIGHT TO THE POINT

Last year, Sparrows Point Terminal announced it was opening its doors for business. Now, as Tradepoint Atlantic, we're announcing that we are officially opening our doors to the world.

When we set out to revive the Sparrows Point site, it was no turnkey operation. As a decades-old industrial gateway spanning thousands of acres and filled with railroads, highways, bridges, and ports, turning around the site required more than just a one-off, solo project. For us to realize a greater vision for the area, a vision to not only restore the economic and communal value of Sparrows Point but indeed make for a brighter future, it required the coming together of an entire community, and in fact, the entire state. As we look around us today, we are happy to say that's exactly what's underway.

In the fall of 2014, some said we might be taking a chance. For us, it was a no-brainer. That Tradepoint Atlantic had the potential to become a global, tri-modal transportation and manufacturing hub was always obvious. Fast forward to 2016, and we're happy to say that this potential is finally being realized. This past January we unveiled our new, global brand to match our global ambitions.

As Tradepoint Atlantic, we're not only making our grand entrance onto the stage of logistics, we're redefining what this industry means to Maryland - and the rest of the country.

But our efforts didn't stop there - just a few short weeks after our rebranding, we announced our first major tenant, FedEx Ground.

As one of the world's leading delivery services, FedEx is unearthing the

unique opportunity this site can offer to businesses and corporations. Shovel in hand, we're laying the groundwork for greater development that will feed into our master plan, which will be announced later this month. To keep the wheels turning, we're opening our Marketing Center this spring to meet with even more potential tenants and businesses.

As we continue to revitalize the site, we know that bringing new business opportunities to Sparrows Point is only half the battle. We are nowhere if not for the inclusion and prosperity of our neighbors. That's why we've been meeting with both local and federal governmental officials to better ensure that our work translates into meaningful jobs and will fit within, and help shape, the bigger picture of America's freight systems. After all, it's not just about opening Sparrows Point to businesses - it's about opening the site to *everyone*.

Now, Tradepoint Atlantic is pushing ahead at full-speed - as always, our neighbors and fellow community members have helped us keep up the steam.

The Point's future has never looked so bright. Together, we're making history.

Michael Moore
CEO, Tradepoint Atlantic

YOU'RE INVITED OPEN HOUSE

WHAT: Community Open House

WHEN: April 27, 2016, 6pm to 8pm

WHERE: Tradepoint Atlantic Offices - 1600 Sparrows Point Boulevard, Baltimore, MD 21219

As we enter spring, there is no shortage of exciting updates at Tradepoint Atlantic! We hope you can join us for our next open house on April 27th. Come and meet the team as we reveal our revised master plan and unveil our new Marketing Center.

Directions: The event will take place in our Offices. Please enter through the side gate on Sparrows Point Blvd, which is located just before our offices as you approach the site from Bethlehem Boulevard.



Baltimore County Workforce Development Council Meeting

The Baltimore County Workforce Development Council held their annual planning meeting on March 3rd at Tradepoint Atlantic. Under the leadership of Will Anderson, Director of the Baltimore County Office of Economic and Workforce Development, 50 or so board members came together to tackle hard-hitting economic issues. Representing a diverse group of regional stakeholders, the Council highlighted jobs in the transportation, distribution, manufacturing and logistics sector. They also discussed the adoption of a local sector strategy to better link workforce training programs to specific sector employers. The plan that is coming together will help us tell a meaningful story about the local labor market and ensure that the proper training is available to connect people with jobs.



Tradepoint Atlantic CEO Michael Moore signing partnership agreements with Kevin Koken, VP of Eastern Region Operations with FedEx Ground - the first of many such partnerships. Joining the special occasion were Governor Larry Hogan, County Executive Kevin Kamenetz, and Councilman Todd Crandell, among others.



Secretary of Labor Thomas Perez, Tradepoint Atlantic CEO Michael Moore, Secretary of Commerce Penny Pritzker, Secretary of Transportation Anthony Foxx, and Senator Ben Cardin take a tour of Tradepoint Atlantic

White House Cabinet Secretaries Visit

On March 7, we had the great honor of hosting U.S. Secretary of Commerce Penny Pritzker, Secretary of Labor Thomas Perez, and Secretary of Transportation Anthony Foxx for a National Economic Council roundtable. Discussions focused on the enormous economic impact of ports in the United States, as well as the potential for job creation in the sector. While on site, Secretaries Pritzker, Perez, and Foxx met with industry leaders and stakeholders to emphasize the importance of cooperation between the shipping and transportation sectors and the federal government. In addition to the roundtable, the cabinet secretaries took a tour of the site, which they hailed as an example of port revitalization and economic growth. We are proud to receive the recognition of the federal government for our work at Tradepoint Atlantic, and we look forward to continuing to advance the growth of the industry and the economy, both in Baltimore County and in the rest of the country.

Announcing Our First Major Tenant: FedEx Ground

Since we started remediating and redeveloping the site several years ago, we've been eagerly looking forward to the day when world-class companies would locate to Tradepoint Atlantic. On January 20th, that day came. In what proved to be one of our most anticipated events yet, Governor Larry Hogan, Baltimore County Executive Kevin Kamenetz, and Congressman Dutch Ruppersberger came out to celebrate as Tradepoint Atlantic announced our first major tenant: FedEx Ground.

Kevin Koken, Vice President of Eastern Region Operations for FedEx Ground, and Tradepoint Atlantic CEO Michael Moore finalized a partnership agreement to bring the international delivery service to Tradepoint Atlantic. The 300,000-square-foot facility is slotted to open in August 2017 and will initially employ around 150 combined full- and part-time employees. As demand for service in the area increases, so will workforce projections and job opportunities.

With construction already underway, this development will help transform Tradepoint Atlantic into a key provider of trade, commerce, and jobs in Baltimore County. "With FedEx as the very first tenant at the newly rebranded Tradepoint Atlantic, we mark an important first step in what will be an incredible economic generator for Dundalk, Baltimore County and the entire state of Maryland," said Governor Hogan to a crowd of community members, government officials, and press.

With our first major tenant already setting up shop, there's only one way to go from here - and that's up! Over the next few months and years, we plan to onboard scores of other companies who are interested in not only utilizing our resources and strategic location, but also investing in our community.

A Star is Born

It all goes back to the Star of Bethlehem Steel. More than 30 years ago, the former Bethlehem Steel Mill began an annual tradition of lighting an impressive stainless steel star. Decorated in illuminating bulbs and visible from miles away, the star became an endearing emblem of the mill and a source of pride for the entire community.

When we were at the drawing board sketching out our new brand, we decided to create a logo to complement the story of the star. On January 12, when we announced our new name, we unveiled an accompanying logo that represented the top half of a star as both a nod to our past and a promise to uphold and cherish our history.

We also knew that the world had changed - and our image had to change with it. As we worked to transition the industrial site into a main logistics center on the eastern seaboard, we needed a name that would ring true to our vision of becoming one of the world's leading transportation and logistics centers. Nothing could have reached that balance more perfectly than Tradepoint Atlantic.

Announcing our brand marked the beginning of a new era and was a truly momentous occasion. We were excited to be joined by Maryland's Lt. Governor Boyd Rutherford, County Executive Kevin Kamenetz and County Councilman Todd Crandell as we chronicled the history of the site, from the Bethlehem Steel Mill to Sparrows Point Terminal to Tradepoint Atlantic. Land, rail, and marine, the three modes of Tradepoint Atlantic's future ventures, each get a nod in the three points of the star.

Whether it's Sparrows Point or Tradepoint Atlantic, we'll still be known to our closest neighbors as, simply, the Point.



Former Bethlehem Steel employees Addie (Loretta) Houston Smith, Eddie L. Bartee, Jr., Darlene Redemann, and LeRoy McClelland, Sr.

The Mill Stories

There's no end to the amount of pride our community feels over Bethlehem Steel, the former steel mill that produced steel for the Golden Gate and Bay Bridges. In the *Mill Stories* documentary, teachers and students from the University of Maryland, Baltimore County chronicled the history of industrialization at Sparrows Point and what it meant for a century of American life in Baltimore County.

Three years in the making, this documentary weaves together the stories of local Sparrows Point residents, each with their own ties to the old steel mill, originally founded in 1887 as the Pennsylvania Steel Mill. Despite the loss of steel production, the character of the mill is still very much alive, with this documentary reaffirming that the stories from the mill are nowhere close to being antiquated history; they're living, breathing testimonies to the foundation of Sparrows Point and will continue to define our community for many, many years to come.

The *Mill Stories* was recently screened at the Baltimore Museum of Industry and is since making its way around to national and international film festivals.



EMPLOYEE SPOTLIGHT:

Paul Thomas, VP of Rail Operations

Paul Thomas, VP of Rail Operations at Tradepoint Rail, is responsible for developing an operating and capital investment strategy for Tradepoint Atlantic's short line railroad. He has over ten years of extensive sales, analytics, and operational experience in the transportation industry.

What do you find unique about working at Tradepoint Atlantic?

Tradepoint Atlantic is a fantastic opportunity and I get to work with an impressive team. It's the type of place I will get to tell my grandkids about because I was there when it started. There is a new opportunity and a new challenge that makes every day a new adventure.

How does the entire rail operations team contribute to the overall site?

Every day the rail team puts 100% in everything they do and they make me proud to be part of such a hard-working group.

TRADEPOINT ATLANTIC
1600 Sparrows Point Boulevard
Baltimore, Maryland 21219

Our New Marketing Center

TradePoint Atlantic's new Marketing Center will be the entryway between our 3,100 industrial acres and the potential tenants who wish to use our deep water berths, rails, and highways. This center is pivotal to welcoming businesses that will revitalize our community by attracting jobs and providing access to markets around the world. The center will provide TradePoint Atlantic with a state-of-the-art platform to share with prospective customers and tenants the transformation of Sparrows Point into a 21st century global multi-modal logistics center.

At TradePoint Atlantic, we remain committed to environmental health and sustainability, which is why we are constructing the Marketing Center with recycled shipping containers. Just as we reused 95% of the former Sparrows Point facility to regenerate the site for the future, we believe in green methods that respect the continued relevance of the past. TradePoint Atlantic invests in the future of the Sparrows Point region not only with job creation and economic growth, but also with sustainable development that will benefit generations to come.

Construction on the Marketing Center is currently under way, and we look forward to revealing its completion at our open house on April 27th.



***FORGED IN STEEL - THE FUTURE IS FLOWING THROUGH
TRADEPOINT ATLANTIC***