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FOR IMMEDIATE RELEASE

Melton Truck Lines, Inc. Named 2023 CCJ Innovator of the Year

TULSA, Okla. – February 14, 2023 - Melton Truck Lines, a premier flatbed carrier based in Tulsa, OK, has been named Commercial Carrier Journal's 2023 CCJ Innovator of the Year at the 19th annual CCJ Innovators Summit. Melton's success in organizing and structuring a social media influencer program that financially incentivizes driver participation has resulted in this award, making Melton the first-ever two-time CCJ Innovator of the Year.

Melton launched its driver influencer program in 2022 as a new-age method of word-of-mouth advertising as traditional word-of-mouth became less effective as pandemic restrictions led to fewer face-to-face interactions. Through the influencers program, drivers create and share videos about their experience as a truck driver at Melton, but the drivers themselves dictate the content. The driver influencer program has presented Melton with a tremendous branding opportunity, attaining over 300,000 video views, over 100 pieces of video content, and an overall increase in driver referrals and hires.

"We are incredibly honored to be named the first two-time CCJ Innovator of the Year. Melton takes pride in providing transparency to drivers about our career opportunities and aims to build trust and provide education to those online through effective, driver-produced content," said Melton's Digital Media Manager, Kennedy Alvarez. "It was a pleasure to represent our recruiting and advertising teams' efforts in developing our influencers program. I'm grateful to work with such talented people and thankful to be a part of an industry that is so collaborative."

Melton Truck Lines was selected by CCJ editors and other summit attendees as the 2023 CCJ Innovator of the Year at the 19th annual CCJ Innovators Summit in Key Largo, Florida. The event gathers current and previous CCJ Innovators for three days of networking, presentations and idea sharing among some of the trucking industry's most forward-thinking fleets and leading executives. During the year, CCJ, a national leading business magazine for truck fleet executives, highlights one fleet each month as part of its CCJ Innovators program. Melton was in a class of other industry-leading fleets recognized by CCJ editors throughout 2022 including aifleet, U.S. Xpress, Woody Bogler

Trucking, GP Transco, Roadrunner, Roehl Transport, FreightWorks, Rollzi, Clark Transfer, Schneider, and IMC Companies.

Company Information

Headquartered in Tulsa, OK, Melton Truck Lines Inc. is an award-winning leader in the flatbed industry and services the United States, Canada, and Mexico. In business for over 68 years, Melton has offices and terminals in Tulsa, Laredo, El Paso, Birmingham and Masury OH, and Monterrey, Mexico. For more information, please visit www.meltontruck.com.