



News Release

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iTRAK MESSENGER™ ADDS EMAIL CAPABILITY TO TRACKING SYSTEM

Dispatchers can easily exchange full text messages with drivers via in-cab terminal; runs over same wireless network as iTRAK GPS tracking system.

April 8, 2008 (Woodland Park, Colo.) – iTRAK Corporation, a leading provider of GPS-based tracking, mapping, and reporting solutions, announced today the commercial release of its new iTRAK Messenger™ vehicle-mounted terminal. “We developed the iTRAK Messenger product in response to customer demand for a simple, low-cost messaging device that can withstand the rigors of use in the harsh mobile environment,” according to iTRAK CEO Bill Poellnitz.

iTRAK Messenger is designed for trucking, delivery, and dispatch applications. It is essentially a fully functioning, private email system that supports text-based communication with the dispatcher or any other pre-defined email user. Interfaces can be constructed to the customer’s dispatch application for sending new pick-up requests or acknowledgements, and automatically reporting load status or operational problems. User-definable function keys and a 9-button keypad simplify message entry, while an optional QWERTY keyboard can be added to meet specific customers’ needs.

“iTRAK Messenger is so much more cost-effective and easier to use than any other system we have found,” said Gustavo Jimenez, president of Southwest Freightlines, an El Paso-based international trucking firm with over 350 trucks on the road. “Our dispatchers and drivers love it—it is so simple and intuitive.”

iTRAK Messenger is designed to be used with an iTRAKpro™ or iTRAKultra™ device, and will sell for US\$499 above the regular cost of the iTRAK GPS device. Customers using iTRAK Messenger will pay a small incremental monthly fee over the cost of iTRAK Fleet Manager, the company’s tracking, mapping, and reporting solution.

The company’s flagship product, iTRAK Fleet Manager, is designed for commercial fleets of 5 to 5,000 vehicles, and runs as a web-hosted service or on-site enterprise version. The product’s event-based transmission scheme dramatically improves tracking efficiency by sending more data when the vehicle is moving quickly and less data when the vehicle is moving slowly or stopped. Transmission triggers include distance traveled, elapsed time, and key events. iTRAK Fleet Manager is available in English and Spanish, and has full mapping and geocoding capabilities for the U.S., Canada, and Mexico, plus much of Europe and South America.

About iTRAK Corporation

iTRAK Corporation (formerly Data Burst Technologies) was founded in 1995 as a developer of GPS-based wireless tracking systems. iTRAK Fleet Manager is used by thousands of fleet managers throughout North America. The solution has been embraced by decision-makers in diverse markets such as Construction Services, Plumbing/HVAC, Trucking, School Transportation, Landscaping, Towing & Recovery, Electrical Contracting, Waste Disposal, and Public Safety. The company's principal offices and network operations center are located in Woodland Park, Colorado.

For more information, visit www.itrak.com.

(iTRAK is a registered trademark and iTRAK Fleet Manager and iTRAK Messenger are trademarks of iTRAK Corporation.)