



News Release

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iTRAK CALL COMMANDER™ OPTION ADDS SAFE AND COST-EFFECTIVE VOICE COMMUNICATIONS TO iTRAK FLEET TRACKING SYSTEM

Hands-free cellular module uses same network as iTRAK GPS tracking system; permits drivers to call selected emergency and dispatch numbers.

August 22, 2008 (Woodland Park, Colo.) – iTRAK Corporation, a leading provider of GPS-based tracking, mapping, and reporting solutions, announced today the commercial release of its Call Commander™ hands-free voice option to greatly improve the efficiency and safety of fleet drivers. “Our fleet customers needed a product to help control unnecessary cellular use by drivers who must carry cellular phones,” according to iTRAK CEO Bill Poellnitz. “After analyzing their needs, we created a hands-free cellular product that plugs into the iTRAK fleet tracking system. In addition to lowering costs, Call Commander streamlines critical communications.”

The iTRAK Call Commander option helps owners and operators of trucks, buses, vans, or limousines by providing safe, easy communications between drivers and their command centers, while eliminating costly non-essential communications. The cellular module includes a separate speaker and hands-free microphone. A lighted switch panel allows drivers to place calls to 9-1-1, dispatch, and one or two other pre-programmed telephone numbers; drivers may also answer incoming calls.

“We considered a variety of other options before deciding to work with iTRAK Corporation to develop the Call Commander concept,” said Matt McDonald, controller of VHS Transportation, a Massachusetts-based special needs transportation provider with a fleet of over 100 vans. “We no longer have to worry about the reliability of our critical communications link. Our drivers and dispatchers can easily use Call Commander when they need to communicate, plus we have totally eliminated the cost of non-essential cellular calls.”

The principal benefits of Call Commander include:

- Reduction of driver distraction by eliminating all non-essential cellular calls.
- Controlling costs resulting from driver abuse of cellular access.
- Compliance with state and local laws relating to the use of cellular phones while driving.
- Improvement of incident response by giving drivers single-button access to emergency services.

iTRAK Call Commander is designed to be used with the iTRAKpro GPS tracking

system. The option can be added to existing iTRAK systems or supplied as a fully operational tracking and voice call system from the start. Customers must have an appropriate cellular voice plan and data plan to support full functionality.

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 Call Commander are trademarks of iTRAK Corporation.)

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