



## News Release

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### **DATA BURST TECHNOLOGIES IS NOW iTRAK CORPORATION**

*Leading provider of GPS vehicle tracking solutions changes its corporate name to iTRAK Corporation, after its popular iTRAK Fleet Manager product.*

**February 6, 2007** (Woodland Park, Colo.) – Data Burst Technologies, Inc., a leading provider of GPS-based tracking, mapping, and reporting solutions, announced today that it has changed its name to iTRAK Corporation. “This new corporate identity will further strengthen the ‘iTRAK’ brand that the company has successfully built over the past several years,” according to iTRAK CEO Bill Poellnitz.

“One of the biggest challenges in changing a corporate name is to ensure that the company does not lose market recognition or customer loyalty,” said Poellnitz. “Ironically, in our case, many of our customers already refer to us as iTRAK.” The company’s new web site will be [www.itrak.com](http://www.itrak.com).

iTRAK Fleet Manager, the company’s flagship product, 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 improves tracking efficiency by sending more data when the vehicle is moving quickly and less data when the vehicle is moving slowly or stopped. This strategy is far superior to solutions that transmit based on time alone. Transmission triggers include distance traveled, elapsed time, and key events (i.e., starts, stops, sensor alerts). iTRAK Fleet Manager is available in English and Spanish, and has full mapping 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, the flagship product, is used by thousands of fleet managers throughout the United States, Canada, and Mexico. 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](http://www.itrak.com). (iTRAK is a registered trademark and iTRAK Fleet Manager is a trademark of iTRAK Corporation.)

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