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FOR IMMEDIATE RELEASE

**Education Logistics (EDULOG) To Provide  
Web-Based Pupil Transportation System To  
The Asbury Park School District, NJ**

**Missoula, MT – June 30, 2009** – Education Logistics, Inc. (EDULOG) announced today it has contracted with the Asbury Park School District (APSD) for the purchase of its internet-based bus routing and scheduling system, part of EDULOG's suite of transportation management solutions for the K-12 school market. The agreement includes software licenses, related professional services, initial and ongoing consulting, software maintenance, and support. APSD has invested in EDULOG's *ePTS*<sup>™</sup> (electronic Pupil Transportation System) solution.

APSD is a comprehensive community public school district headquartered in Asbury Park, New Jersey, serving children in prekindergarten through twelfth grade. The District serves approximately 2,600 students through five schools. APSD researched options for pupil transportation management systems and selected EDULOG as the best solution for the District.

"We liked the fact that EDULOG's solution included hosting of the software, which relieves APSD from the normal IT responsibilities involved with maintaining a routing system," said Ivy Brown, Transportation Coordinator for APSD.

"EDULOG's track record of serving numerous New Jersey school districts over the years created further confidence for making the decision," added Brown.

"EDULOG is always happy to expand the list of New Jersey school districts the company has had the pleasure of working with. We're glad to have the opportunity to serve APSD and are confident the *ePTS* solution will satisfy the District's needs. Recent software innovations make the system the most easy-to-use transportation management tool available on the market today. Combining that with experienced consulting resources and the company's unwavering commitment to satisfying the particular needs of its New Jersey customers, and it's a winning formula for school districts," commented Mike Darling, president of EDULOG.

EDULOG offers the industry's only pupil transportation management solution that combines routing software with in-depth, ongoing consulting and data services. EDULOG's *ePTS* software is widely regarded as the most intuitive and easy-to-use management tool in the industry. With over 150 employees, EDULOG represents the largest pool of industry experience and resources available to directly assist school districts with successfully implementing their routing system. EDULOG's ongoing ASP services place an increased responsibility on the company, rather than the school district, to perform the various tasks required to maintain any brand of routing software. Clients are assigned a EDULOG Site Manager who personally assists the district by performing the necessary implementation work, facilitates various ongoing work throughout



each year for the district, and ensures the school district is able to receive the full value available from automated routing and scheduling.

*Education Logistics, Inc. (EDULOG) is recognized as the industry leader of Pupil Transportation solutions since 1978 with an estimated 150,000+ school buses routed by its clients each day. EDULOG partners with K-12 school districts to provide total transportation management systems including true GIS planning and scheduling software, efficiency and optimization studies, guaranteed cost savings plans, GPS-based routing software, student tracking, driver payroll, vehicle inspection, boundary planning, enrollment projection, field trip management, fleet maintenance, innovative ASP solutions for small districts, and a comprehensive selection of Internet-based products. EDULOG uniquely combines its powerful software with ongoing consulting services from the industry's largest source of such expertise. For more information about EDULOG, visit [www.edulog.com](http://www.edulog.com).*