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FOR IMMEDIATE RELEASE

**Education Logistics (EDULOG) to Provide  
Cell Phone-Based GPS/AVL System to the  
Connellsville Area School District, PA**

**Missoula, MT – January 13, 2010** – Education Logistics, Inc. (EDULOG) announced today that it has contracted with the Connellsville Area School District (CASD) of Pennsylvania for the implementation of its innovative cell phone-based *EduTracker* system for automatic vehicle location and tracking using GPS. The agreement includes software licenses, related professional services, initial and continuing project management services, and system training.

The CASD is located south of Pittsburgh in Fayette County, PA, and transports 5,100 students to 12 schools using 100 buses throughout the 225 square mile district. After thoroughly considering all the available GPS/AVL solutions, the district selected EDULOG based on ease-of-use, cost, and the ability to integrate with the district's current routing and scheduling system.

"We've been investigating GPS systems for some time, and nothing seemed right for us until we spoke with EDULOG," said James Lembo, Director of Athletics and Transportation for the CASD. "Everything else we looked at either cost too much, did too little, or both. But the EDULOG system with cell phones is just right—we can afford it, it does a lot more than track buses on the screen, and we can integrate it with our routing and scheduling data in the future."

"I was also impressed with the thought that EDULOG put into designing the system so that it's easy to add capabilities and features as we go. Plus, EDULOG's support and service has always been top-notch," added Lembo.

"EDULOG is pleased to add to another school district to our growing list of knowledgeable GPS customers, and we're looking forward to serving the Connellsville Area School District," said EDULOG president Mike Darling. "As the district discovered, what truly separates the EDULOG GPS solution for cell phones from other systems is the fact that it was developed by a routing and scheduling software company. We know school bus operations because we've served this market for 30 years, and we know that management by exception and comparative analysis of planned vs. actual bus travel are the keys to having a GPS system that is worth anything to school districts. And developing this for an economical hardware platform is obviously a plus."

EDULOG provides school districts with a cost-effective and integrated method of tracking bus locations at all times. With this innovative technology, not only can you have the exact location of any bus displayed on the EDULOG raster map, but the time and location of each pick-up and drop-off can be recorded for route analysis, emergency notification, and accident reporting. Because of the EDULOG system interface capabilities, uses of the GPS interface are almost endless. For example, if a district has an automated calling system, it would be possible using the EDULOG GPS interface to determine when a bus is late and then automatically call every parent along the route to inform them of the situation. Enhanced productivity, maximized fleet



utilization, improved safety and security, and increased community service can all result from the EDULOG *EduTracker* system.

EDULOG takes a unique approach with its cell phone-based GPS solutions, allowing clients to harness the power of the *EduTracker* AVL software with the use of a simple cell phone as the on-board GPS hardware for school buses. The mobile software application contained on the cell phone (*EduPhoneAVL*) is the only application of its kind specifically designed to meet the unique needs of the pupil transportation market.

This GPS solution is highly differentiated from all other cell phone-based solutions, offering significantly increased value at a dramatically reduced cost. The fees for the *EduPhoneAVL* mobile software license are approximately 55-75% lower than current market standards, making this solution a much more affordable option for districts considering a GPS solution. Those districts currently using a non-EDULOG cell phone solution can see an immediate cost savings by simply changing the mobile application on the phones—with absolutely no additional capital expense for hardware.

Beyond the greatly increased value and significantly reduced cost of the *EduPhoneAVL* solution, there are additional components related to the mounting and installation of the solution that offer further differentiation. Cell phones are mounted within the bus using a patent-pending cell phone box, specially designed to cradle the phone, provide the needed electrical components to power it, and specially designed so as not to interfere with the transmission of either GPS signals or cellular communication. Cell phones can be installed in a closed-face box such that they are completely unavailable to the bus driver, or else an open faced box can be used which provides access to the driver for specialized functions (driver login/time clock applications, text messaging between drivers and dispatch, even voice communication for emergencies if desired).

*Education Logistics, Inc. (EDULOG) has been recognized as the industry leader in 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 initial and continuing consulting services provided by the industry's largest source of such expertise. For more information about EDULOG, visit [WWW.EDULOG.COM](http://WWW.EDULOG.COM).*