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FOR IMMEDIATE RELEASE

**Education Logistics (EDULOG) Announces that the
Manitowoc Public School District and Brandt Buses of Wisconsin
Will Implement an EDULOG Routing and Scheduling and GPS/AVL System**

Missoula, MT – July 27, 2010 Education Logistics, Inc. (EDULOG) announced today that it will be installing a routing and scheduling system that will include cellular-based GPS/AVL for the Manitowoc Public School District (MPSD) of Wisconsin and Brandt Buses, the district's transportation provider. A contract was awarded to EDULOG as a result of a competitive RFP (request for proposal) process among the leading vendors of school transportation management software. The district's contract with EDULOG includes the EDULOG.*nt* routing and scheduling software, EDULOG's innovative *EduPhone* GPS/AVL mobile application, *EduTracker* server software, implementation services, and project management by EDULOG staff. Brandt Buses will operate the system for the benefit of the MPSD.

The Manitowoc Public School District is located on Lake Michigan north of Milwaukee, and has more than 5,600 students enrolled in 11 schools and education centers.

"We've been busing students for the Manitowoc School district for 36 years, helped the district evaluate the RFP responses, and will be using the software" said Steve Roekle, co-owner of Brandt Buses. "What impressed us about EDULOG was that the system was by far the best at handling complex and unique routing plans, and it has all the tools to produce real savings for us and the school district."

"We also share EDULOG's vision that the future of school busing must include GPS technology, and we decided to include EDULOG's *EduTracker* system with the initial implementation. Of all the vendors we considered, EDULOG had definitely the clearest and most complete idea of how the future of school transportation should be managed," added Roekle. "We're very much looking forward to working with the company and its staff to improve the service we offer the students and parents of Manitowoc."

"We're pleased that the MPSD and Brandt Buses recognize that effective school transportation management includes GPS/AVL," stated EDULOG president Mike Darling. "Not only does the EDULOG GPS/AVL hardware and software validate what is actually happening on the road, it can also make the planning of new routes and schedules more efficient and accurate. In addition, the cell phone GPS solution that Brandt Buses will have is reasonably priced, uses the most advanced technology, and allows for immediate and effortless upgrades. With the GPS/AVL system and the EDULOG.*nt* routing and scheduling software, the contractor and the district will have the most capable transportation management system in all of Wisconsin."

EDULOG.*nt* is a full-featured and easy-to-use transportation management system that can be fully integrated with other EDULOG products such as field trip management, fleet maintenance, GPS/AVL, on-vehicle student tracking, driver payroll, and electronic vehicle inspection. At the fundamental level, EDULOG provides an easy-to-use solution for day-to-day management such as



assigning new students to a bus or making minor routing changes. As requirements change, the software expands to offer more ways to manage a transportation operation. And when a district needs to make strategic decisions with long-term effects, the EDULOG software guides the district through the complexity. EDULOG solutions are powerful enough to handle “what-if” simulations for opening and closing schools, redistricting, grade reconfiguration, and bell time changes.

Technology advances and increasing concerns about student safety and accountability have made GPS/AVL one of the hottest topics in student transportation management. EDULOG anticipated this interest, and has made a considerable effort to become the leading provider of GPS solutions for school busing. EDULOG’s *EduTracker* 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 a map, but the time and location of each pick-up and drop-off can be recorded for route analysis, emergency notification, and accident reporting. Enhanced productivity, optimized fleet assignments, improved safety and security, and increased community service are all provided by the EDULOG *EduTracker* system.

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.