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FOR IMMEDIATE RELEASE

**Education Logistics (EDULOG) Announces that the
Ralston Public Schools of Nebraska
Will Implement an EDULOG Routing and Scheduling and GPS/AVL System**

Missoula, MT – September 2, 2010 Education Logistics, Inc. (EDULOG) announced today that it will be implementing an ASP routing and scheduling system that will include cellular-based GPS/AVL for the Ralston Public Schools of Nebraska. The district's contract with EDULOG includes the innovative *ePTS* routing and scheduling system, EDULOG's *EduPhone* GPS/AVL mobile application, *EduTracker* server software, implementation services, project management by EDULOG staff, and software hosting, maintenance, and support.

Located on the south-central edge of the Omaha metropolitan area, the Ralston Public Schools has 3,200 students and operates six elementary schools, one middle school, one high school, and one senior high alternative center.

"What I wanted for the district was a complete transportation management system, one that included both routing and scheduling and GPS," said assistant superintendent Mark Adler. "I also was looking for a system that was easy-to-use, had an established reputation in the area, and could be expanded as our needs changed. And when EDULOG made a presentation to us of their *ePTS* and *EduTracker* systems, I knew right away that I had found exactly the right system for the district."

"We'll be using cell phones from Verizon to send the GPS information from the buses to the EDULOG system, and we're quite excited about the tracking capabilities that we'll have, especially as it applies to the special education students," Adler stated. "The EDULOG ASP remote services is also a brilliant concept perfectly suited to our district's operations. Our routes change frequently during the year, and having EDULOG staff handle these alterations for us will definitely give us more flexibility and control. It's actually a bit hard to believe that the cost is so reasonable for all that we're getting from EDULOG."

"It's great that the Ralston Public Schools shares with EDULOG the vision that effective school transportation management includes GPS/AVL," said EDULOG president Mike Darling. "Not only does the EDULOG GPS/AVL system 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 the district will implement is reasonably priced, uses the most advanced technology, and allows for immediate and effortless upgrades."

EDULOG offers the only pupil transportation management solution that combines routing and scheduling software with in-depth, continuing consulting and data services and access through the Internet. EDULOG's *ePTS* system is widely regarded as the most intuitive and easy-to-use management tool in the industry. With more than 150 employees, EDULOG represents the largest pool of industry experience and resources to directly assist school districts with not only the implementation, but also the operation, of a routing system. EDULOG's continuing ASP services



place the 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 an EDULOG site manager who personally assists the district by performing implementation tasks, working with the district to complete on-going work throughout each year of the contract, and ensuring that the school district receives full value from automated routing and scheduling.

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.