



Contact: Jason Corbally
Director of Sales
Education Logistics, Inc.
(406) 728-0893 x 2205
jcorball@EDULOG.COM

FOR IMMEDIATE RELEASE

**Education Logistics (EDULOG) To Provide a
Web-Based Transportation Management System
To the Merced City School District, CA**

Missoula, MT – October 6, 2010 – Education Logistics, Inc. (EDULOG) announced today that the Merced City School District (MCSD) of California has signed a contract for the company's *ePTS* Internet-based bus routing and scheduling system, a major part of EDULOG's suite of transportation management solutions for school districts. The contract with the MCSD includes software licenses, related professional services, initial and continuing consulting services, and ASP software hosting, maintenance, and support.

Located in California's Central Valley, the Merced City School District educates 10,800 students on a traditional schedule at 13 K-5 elementary schools and four 6-8 grade middle schools.

"Our district has tried in the past to use a software system to manage our transportation operations, but it was a failure due to lack of support from the company and the fact that it was mostly a mapping product that had only very simple busing functions," said MCSD transportation supervisor David Perkins. "Because of this bad experience, we were leery about transportation software until we talked to EDULOG about their *ePTS* system. What makes *ePTS* unique is that it is more than just software—it is a full service solution that includes ASP hosting and remote services such as performing student information downloads and assigning students to bus stops. Plus, EDULOG provides unlimited map maintenance and editing, which will help us keep up with the expansion going on in Merced."

"We think the *ePTS* system will be a winning combination of software and services," added Perkins. "In fact, we are already planning on added EDULOG's GPS and student tracking functions in the future. No other system that we looked at had built-in expansion capabilities even close to what EDULOG offers, and certainly no other system has the support and assistance with routing functions that comes with EDULOG's continuing ASP functions."

"EDULOG is pleased to add the Merced City School District to our growing list of knowledgeable *ePTS* customers, and we're looking forward to serving the district for many years to come," said EDULOG president Mike Darling. "We designed the *ePTS* system to precisely meet the needs and budgets of small and medium-sized school districts, and the combination of easy-to-use software and continuing ASP services has been very well received. Recent innovations have made the EDULOG system the easiest to use of all the school transportation software products, and when that's combined with our experienced consulting staff and the company's unwavering commitment to service and support, you have a winning formula."

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



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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 the necessary implementation tasks, assisting the district with on-going work throughout each year of the contract, and ensuring that the school district receives full value from automated routing and scheduling.

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.