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FOR IMMEDIATE RELEASE

**Education Logistics (EDULOG) will Implement an
ASP (Application Service Provider) Transportation Management System
For the Sapulpa Public Schools, OK**

Missoula, MT – January 25, 2011 – Education Logistics, Inc. (EDULOG) announced today that the Sapulpa Public Schools (SPS) of Oklahoma has signed a contract for the company's *ePTS* Internet-based school bus routing and scheduling system, a major part of EDULOG's suite of transportation management solutions for the K-12 school market. The Sapulpa Public Schools will also operate EDULOG's web-enabled fleet maintenance/parts inventory system and the EDULOG WebQuery software that gives parents access to busing information over the Internet. The EDULOG contract with the SPS includes software licenses, related professional services, initial and continuing consulting services, and software hosting, maintenance, and support by EDULOG.

The Sapulpa Public Schools has a total enrollment of more than 4,100 students attending nine district schools. The city of Sapulpa is located 15 minutes from metropolitan Tulsa and is the county seat of Creek County.

The SPS had previously used transportation management software from another vendor. "Recently, our school district purchased EDULOG for routing, fleet maintenance, and WebQuery software applications, said director of transportation Tom Potter. "We had utilized another vendor for the last several years and experienced several areas of frustration. These frustrations included: inaccuracies in the digital map that would have required us to pay a fairly expensive fee for the map update, and the inability to automatically perform downloads from our student information system into the bus routing system. We found that, with EDULOG, updates to the digital map are included in our yearly support fees and that scheduling regular student information downloads is not only possible, but very simple.

"When researching replacement software, we noticed that several surrounding districts were either already utilizing EDULOG or were changing over to their software," Potter added. "After experiencing demonstrations of their products, getting our IT department involved, realizing some of the cost savings over other systems, and getting a feel for their high level of customer service, our decision was fairly simple."

"As the Sapulpa Public Schools learned from its experience with another vendor, 'simple' in terms of routing software is not equivalent to 'easy-to-use' or even 'good enough,'" said EDULOG president Mike Darling. "We understand the importance of having accurate student and geographic information to the overall success of a routing system, and EDULOG designed the *ePTS* system so that small and medium-sized school districts would have the power and flexibility needed for their operations. The *ePTS* system is the easiest to use of all school transportation software products, and when that's combined with EDULOG's unwavering commitment to service and support, school busing operators have the best possible solution for the least amount of money."



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EDULOG offers the only pupil transportation management solution that combines routing and scheduling software with in-depth, continuing consulting and data services and access to the system through the Internet. EDULOG's ePTS system is widely regarded as the most intuitive and easy-to-use management tool in the industry. And 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. School District clients are assigned an EDULOG site manager who personally assists the district by performing the necessary implementation tasks, assisting the district with continuing work for the life 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.