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FOR IMMEDIATE RELEASE

**Education Logistics (EDULOG) Announces That the
Hayward Unified School District, CA Will Implement a
A Cell Phone-Based GPS/AVL System**

Missoula, MT – April 5, 2011 Education Logistics, Inc. (EDULOG) announced today that it will implement a cellular-based GPS/AVL system for the Hayward Unified School District (HUSD) of California. EDULOG’s innovative *EduPhone* mobile software application uses standard GPS-enabled cell phones to communicate in real time information about school bus activities and locations. In addition to the mobile application software, EDULOG will also provide *EduTracker* server software and project management services to incorporate these advanced tracking capabilities into the HUSD’s transportation operation.

The Hayward Unified School District educates more than 21,000 students who attend 33 schools throughout the district, which is located in California’s East Bay area.

“Our district had been using another GPS software product for several years, but the results were not satisfactory. The previous company made lots of promises, but could never deliver,” said HUSD facilities and maintenance manager Brett Swenson. “When we discovered that EDULOG had a GPS system that not only works, but that it could use the same cellular phones we already have from the other system, we were definitely interested.

“We’re starting with the basic EDULOG GPS system, and hope to include real-time student tracking with RFID cards in the future,” added Swenson. “EDULOG’s record of GPS integration with routing and scheduling software and student tracking convinced us that they were clearly the most knowledgeable firm about the future of student transportation, and the costs for their system are very reasonable. We’re excited about this project and look forward to finally having a GPS system that can accurately track and record bus mileage and locations.”

“We’re pleased that the HUSD has recognized that successful school bus GPS/AVL tracking requires a detailed knowledge by the vendor of routing and scheduling activities and student tracking,” stated EDULOG president Mike Darling. “The EDULOG cell phone GPS/AVL solution is low cost, uses open technology, and allows for immediate and effortless upgrades to both hardware and software. For example, if the district wanted to add an electronic vehicle inspection system next year or incorporate driver time and attendance tracking, with the EDULOG solution there would be no need to buy all new hardware—it would just be a matter of plugging in more software. And as cell phones advance in capabilities, all the district has to do is ask its telcom provider for new units.”

Technology advances and increasing concerns about student safety and accountability have made GPS/AVL one of the hottest topics in student transportation management in the past 20 years. EDULOG anticipated this interest, and has made a considerable effort to become the leading provider of GPS solutions for student transportation. In the software realm, *EduTracker* is EDULOG’s contribution to a total school district AVL package. *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 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. Enhanced productivity, optimized fleet assignments, improved safety and security, and increased community service can all result from 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.