

NEWS RELEASE



FOR IMMEDIATE RELEASE

CONTACT: Nathan Johnson
(972) 480-8383
Nathan_Johnson@mccom.com

Greg Jones to lead Sensorlogic's marketing and business development efforts

Jones to provide guidance through 2008 platform launch, M2M market growth

DALLAS – March 4, 2008 – As Sensorlogic prepares to launch a new platform that will revolutionize the machine-to-machine (M2M) market, the pioneer of intelligent asset management has made a move to further strengthen its leadership team. Sensorlogic will tap into the experience of Greg Jones, its new vice president of marketing and business development, to help steer the company successfully through its platform launch and the market's expected explosive growth.

This is well known territory for Jones. While working with Texas Instruments (TI), he used his expertise to help mainstream Digital Subscriber Line (DSL) technology during the explosive growth in broadband communications worldwide. Now, Jones has the opportunity to repeat his success at Sensorlogic in another high-growth market – M2M.

“Greg has a keen sense for recognizing and successfully marketing next generation platforms, and his skills will be a tremendous addition to our strong Sensorlogic management team,” said Sensorlogic CEO Dale Booth. “Managing through high-growth periods is one of the main areas where Greg excels. As the M2M industry evolves and experiences explosive growth, his many years of leadership will be invaluable.”

Jones also brings extensive experience in operations, sales and marketing of technology products to Sensorlogic's marketing and business development activities. Prior to joining Sensorlogic, Jones served as general manager of TI's Service Provider Strategic Marketing organization within the DSP Systems organization. He also previously served as the general manager of DSL Business Unit with the company's broadband communications group. The growth of the M2M

market shares similarities to the launch of DSL technology, where, through Jones' leadership, TI achieved tremendous market share and positioned itself as the industry leader in DSL. During his tenure at TI, Jones was involved in numerous product launches and gained the expertise in keeping a company competitive during high-growth periods.

“With new products and platforms set to strengthen the M2M market, it’s an exciting time to be at Sensorlogic,” Jones said. “These new offerings will spur the growth of the M2M market, especially in the high-growth area of location-based services. With these services seeing an increase in market attention, Sensorlogic has the ability to capture its momentum and push toward increased future success.”

Prior to TI, Jones was founder, chairman, president and CEO of Broadband Gateways Inc., a company focused on technologies in the broadband edge device marketplace. He also held several senior management positions while at Uniden. Jones received his bachelor's of science in information and computer science from the Georgia Institute of Technology in 1981.

About Sensorlogic

Sensorlogic is a market leader in providing hosted M2M applications and web-based development platforms. Sensorlogic's new hosted service suite combines a fully integrated wireless data network, finished application products and a hosted service infrastructure that makes deploying M2M applications happen in days, not months. Sensorlogic customers using the hosted service suite will increase their time to market with applications that improve asset visibility, extend the life of assets, create new revenue streams, distinguish them from competition and retain strong customer relationships for future sales. Specific market applications include commercial vehicle tracking, sub-prime auto-lending, consumer-based location services and industrial applications for oil and gas, agribusiness and predictive maintenance services. The company is headquartered in Dallas, Texas. For more information, please visit <http://www.sensorlogic.com/>.