

NEWS RELEASE



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SensorLogic is T-Mobile Reseller of the Year

*Intelligent asset management pioneer offers most diverse application base
and largest activation count among T-Mobile resellers*

DALLAS – Sept. 26, 2007 – SensorLogic, the pioneer of intelligent asset management solutions, has been named Reseller of the Year by T-Mobile, who cited SensorLogic’s diverse application base and significant activation count as a key reason for bestowing the designation on the company. This recognition, along with SensorLogic’s increasing number of device activations in a breadth of vertical markets, has shown that demand for location and condition monitoring applications and services continues to accelerate. With its full suite of services for controlling and monitoring fixed and mobile assets, SensorLogic is poised to achieve further success as more and more vertical markets continue to deploy location-enabled applications.

“Among T-Mobile’s channel partners, there is no higher recognition than being designated ‘Reseller of the Year,’” said SensorLogic VP of Network Sales Gregor Bleimann. “SensorLogic was awarded this prestigious honor because of its uncompromising commitment to its customers, and the company has the most diverse application base and largest activation count among T-Mobile resellers.”

“We couldn’t be happier about being T-Mobile’s Reseller of the Year,” said SensorLogic CEO Dale Booth. “This award, along with the proliferation of low-cost wireless data acquisition and control devices, further validates the market opportunity for SensorLogic in a variety of exciting vertical markets.”

New vertical markets for which SensorLogic has activated devices include alarm monitoring, buy-here-pay-here auto lending, commercial and industrial fleet tracking, parking and lot attendance monitoring, vehicle sharing, environmental condition monitoring and package delivery route optimization.

About SensorLogic

SensorLogic is a pioneer in the intelligent asset management market. The company's virtual operating system framework enables remote tracking, monitoring and control of intelligent assets anywhere in the world. Using this framework, customers can improve their businesses by extending the life of their assets, creating new revenue streams, reducing costs, minimizing risk or setting themselves apart from their competitors. SensorLogic has a proven track record of helping blue-chip customers in vertical industries such as agribusiness, energy, manufacturing and transportation, to generate service applications that improve their businesses. The company is based in Dallas, Texas. For more information, please visit <http://www.sensorlogic.com/>.