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SensorLogic Closes C Round Funding

Investment round to expand market growth for XpressIQ Service Suite

DALLAS – May 1, 2008 – SensorLogic, the pioneer of intelligent asset management, announced the closing of a \$6 million Series C round of funding, which brings the current total to \$25 million in support of SensorLogic’s 2008 market launch of XpressIQ Service Suite – the first software-as-a-service (SaaS) platform for M2M solutions. SensorLogic’s blue-chip investors include Boston Millennia Partners, Sevin Rosen Funds, Hunt Ventures, STARTech Early Ventures, UPS Strategic Enterprise Fund and Star Ventures.

“Our latest round of funding will continue to improve our ability to market and sell a unique hosted service that enables a better, faster way for developers to create M2M applications,” said Dale Booth, chairman and CEO of SensorLogic. “With the continued support from all of our investors, we have strengthened SensorLogic’s position as an emerging leader in M2M and will continue to set the bar for a new level of expectation in the industry.”

SensorLogic is the first company to offer fully-integrated SaaS-enabled location, monitoring and control applications that combine wireless network communications, customizable solutions and hosted services. The company’s flagship product, XpressIQ Service Suite, enables companies to go to market faster and more economically with a complete M2M application in less than 90 days. The quick deployment time can help make it possible for companies to achieve profitability sooner and increase their market reach.

About SensorLogic

SensorLogic is a market leader in providing hosted M2M applications and web-based development platforms. SensorLogic’s XpressIQ 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 XpressIQ 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/>.