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FOR IMMEDIATE RELEASE

**Education Logistics (EDULOG) To Provide
Web-Based Pupil Transportation System And Optimization Study
To The Bartlesville Public Schools, OK**

Missoula, MT – July 15, 2009 – Education Logistics, Inc. (EDULOG) announced today that the Bartlesville Public Schools (BPS) has contracted for the purchase of EDULOG's internet-based bus routing and scheduling system, part of EDULOG's suite of transportation management solutions for the K-12 school market. The agreement includes software licenses, related professional services, initial and ongoing consulting, software maintenance, and support. BPS has invested in EDULOG's ePTS™ (electronic Pupil Transportation System) solution.

Located in Bartlesville, Oklahoma, BSP serves approximately 5,800 students with 12 schools. The School District operates a fleet of 28 school buses, providing transportation to upwards of 1,500 students. The District researched options for routing and scheduling software and was interested in increasing efficiencies within its transportation operation. BPS selected EDULOG to conduct a transportation optimization study and provide it with a fully comprehensive transportation management solution.

"BPS has pretty much used the same bus routes forever. We're convinced that computerized routing software can help improve efficiencies, so we thoroughly reviewed the options available from the main industry providers and determined that EDULOG would work best. No other company could compare with EDULOG's experienced track record and ability to provide BPS with a transportation optimization study as well as fully implement the routing software in time for the fall 2009 school start," remarked Fred A., Transportation Director for BPS.

"BPS is also interested in implementing a GPS tracking system in the future. Having the system fully integrated with the routing software is important and it is clear that only EDULOG offers a truly integrated GPS solution," he added.

Furthermore, the BPS Transportation Director said that with the assistance of EDULOG BPS will gain a greater amount of control and transparency over their bus routes each day, a major factor motivating the purchase. "Removing the guess work is key and means we can increase operational efficiencies, and that means saving money for BPS," said Fred. "EDULOG has a proven history in helping school districts reduce their costs, and so this decision was not a difficult one."

"EDULOG is happy to have the opportunity to work with BPS. The ePTS system uniquely combines the proven power of EDULOG's routing software with benefits available from the depth of the company's experienced consulting resources. More than just a software tool, customers are assigned a personal Site Manager who functions similarly to a district employee to facilitate much of the work that otherwise would be the responsibility of the school district if



standard routing software was purchased elsewhere. Beyond the software, EDULOG's track record of conducting successful transportation optimization studies speaks for itself," remarked Mike Darling, president of EDULOG.

EDULOG offers the industry's only pupil transportation management solution that combines routing software with in-depth, ongoing consulting and data services. EDULOG's *ePTS* software is widely regarded as the most intuitive and easy-to-use management tool in the industry. With over 150 employees, EDULOG represents the largest pool of industry experience and resources available to directly assist school districts with successfully implementing their routing system. EDULOG's ongoing ASP services place an increased responsibility on the company, rather than the school district, to perform the various tasks required to maintain any brand of routing software. Clients are assigned a EDULOG Site Manager who personally assists the district by performing the necessary implementation work, facilitates various ongoing work throughout each year for the district, and ensures the school district is able to receive the full value available from automated routing and scheduling.

Education Logistics, Inc. (EDULOG) is recognized as the industry leader of 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 ongoing consulting services from the industry's largest source of such expertise. For more information about EDULOG, visit www.edulog.com.