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FOR IMMEDIATE RELEASE

**Education Logistics (EDULOG) Announces That the
Cecil County Public Schools, MD Will Implement a
A Cell Phone-Based GPS/AVL System**

Missoula, MT – June 3, 2010 Education Logistics, Inc. (EDULOG) announced today that it will be implementing a cellular-based GPS/AVL for the Cecil County Public Schools (CCPS) of Maryland to complement the district's existing EDULOG routing and scheduling software. The district will install on cell phones placed in school buses EDULOG's innovative *EduPhone* mobile software application. This software system uses standard GPS-enabled cell phones to communicate in real time with the district's server information about vehicle behavior and location, bus conditions, and driver activities. In addition to on-vehicle mounting kits and mobile application software, EDULOG will also provide *EduTracker* server software and project management services to incorporate these advanced tracking capabilities into the CCPS's existing transportation operation.

"We're pleased that the CCPS has recognized that the future of school bus GPS/AVL involves integrating cell phones with mobile applications and server software," stated EDULOG president Mike Darling. "Compared to the black box solutions offered by other vendors, the EDULOG 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 payroll, 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 to give them new units."

The Cecil County Public Schools is a suburban and rural district with 16,000 total students attending 28 schools. "As with many districts, we use contractors for our busing. We provide a service to the schools, and the contractor needs to provide a service to us—at the highest level for both parties. Therefore, the EDULOG GPS system is a perfect tool for us to make sure that we get what we pay for from the contractor," said transportation director Bob Markwardt. "The district has been using the EDULOG routing and scheduling software for over a decade, and thus it made sense to continue with the same vendor for GPS tracking. This way there can't be any finger pointing between two companies when something doesn't match up. Not only do I get the security of knowing who to go to with EDULOG, but their cellular handset solution had the features we wanted at a price we felt comfortable with. Given how fast technology is changing, I'd also much rather have a system based on easily replaceable phones rather than expensive black boxes that will probably be obsolete in two years."

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.