

News Release



Safefreight Expands GPS Vehicle Tracking Business to Ontario



GPS vehicle tracking and fleet management firm Safefreight Technology has acquired the FieldTracker division of FieldWorker Products Ltd. of Toronto. The acquisition provides Safefreight with a foundation to expand its fleet management technology business across Eastern Canada.

Toronto and Edmonton, Canada (PRWEB) August 25, 2008 -- Safefreight Technology, a leading developer and provider of GPS vehicle tracking and fleet management technology, today announced it has acquired FieldTracker, a division of FieldWorker Products Ltd. The transaction closed July 31, 2008 and took effect immediately. This acquisition supports Safefreight's expansion strategy into Eastern Canada and immediately provides Safefreight with a roster of established enterprise clients in Ontario.

Safefreight is also licensing FieldWorker's proprietary mobile workforce management solution that provides real time and batched data captured by the workforce in the field. This solution will provide Safefreight customers with the capability to better manage 'out of sight' workforce resources and to have better access to the data that is the work product from mobile staff.

"FieldWorker remains committed to better management of field staff activities and asset utilization, the purpose of SafeFreight and FieldWorker's technologies," said FieldWorker President, Peter Neve. "We searched the North American market for like-minded companies -- selecting SafeFreight as 'best in class' for their telematics components for this solution set," said Neve. "The integrated solution set provided by SafeFreight Technology and FieldWorker Products Ltd. delivers unprecedented operational efficiencies for client companies," added Neve.

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"We are excited about the synergy that Safefreight and FieldWorker can generate for our new clients," said Curtis Serna, Chief Executive Officer of Safefreight Technology "Safefreight has invested in the latest tools and applications to provide our clients with the highest level of technical support and service -- and we look forward to exceeding their expectations."

FieldWorker provides a platform technology to organizations that have mobile staff whose work involves the use and reporting of data. This platform consists of GUI tools and integrated middleware that together enable enterprises to deploy organization-specific applications in 80% less time than non-platform approaches. FieldWorker licenses the platform and transfers the 'know how', making those entities self-sufficient. FieldWorker's platform approach is independent and designed to accommodate all mobile work requirements.

Founded in 1998, Safefreight is a developer and provider of a patented GPS fleet management system. SmartFleet® offers real time visibility online through AVL technology that comprises a GPS vehicle tracking device, asset-to-Internet software and cell or satellite communications. SmartFleet® provides fleet managers with the tools to optimize their fleet resources, customer service and safety. Safefreight has operations in Edmonton, Toronto, Arlington and Houston.

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