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**SkyBitz Announces FFE Transportation Services as New Customer Collaboration**

*Transportation Market Leader Partners with SkyBitz  
to Gain Higher Efficiency in Asset Utilization*

STERLING, Va. – July 29, 2008 – SkyBitz, a leading intelligent asset solution and information management service provider, today announced that FFE Transportation Services (FFE), Inc. (NASDAQ: FFEX) has chosen the American Eagle fleet as its launch pad for implementing the SkyBitz solution. FFE is a leading motor carrier specializing in core offerings of temperature-controlled transport of products and perishable goods including food products, health care supplies and confectionery items. Nationwide service is offered in both over-the-road and intermodal modes on temperature-controlled truckload and LTL freight, as well as dry truckload freight. FFE also offers services in brokerage, logistics and dedicated hauling.

The SkyBitz integrated solution increases business value for its customers by providing more efficient asset utilization, total load visibility, improved logistics process and inventory management and cargo security. The SkyBitz solution is the only satellite-based service on the market that enables information and asset management services without using an embedded GPS chipset. FFE will also be able to manage its fleet through the SkyBitz Customer InSight Web application to help drive operational efficiencies. This proprietary feature-enriched SkyBitz application will enable FFE to view assets in real-time and run customizable management and operational reports for each vehicle in the fleet.

“The SkyBitz solution will enable us to have more control and visibility, and we’ve decided to initially roll out their program in our dry van fleet running under the American Eagle brand,” said

John Hickerson, Senior Vice President and Chief Marketing Officer at FFE Transportation. “We selected SkyBitz for their forward-thinking technology, best-in-class customer service and because they were able to clearly articulate the return on investment which enabled us to start saving money from day one.”

”Managing transportation assets is more important than ever in a soft economy with increasing fuel prices. The SkyBitz solution delivers a large number of benefits. We have specifically demonstrated how our solution can reduce fuel consumption,” said Dr. Homaira Akbari, chief executive officer, SkyBitz. “National transportation companies such as FFE are setting the pace for the industry by committing to our asset management solution and empowering their fleet managers to drive value for the bottom line.”

Russell Stubbs, Senior Vice President and Chief Operating Officer at FFE, said, “We are continually looking for ways to leverage our assets, control expenses, and do more with less in this very competitive environment. SkyBitz offers features and benefits that help facilitate this, which keeps us cost competitive and efficient, as well as providing an additional layer of security. We will look at the results gained by American Eagle and make the determination how to move forward with the rest of our fleets.”

The SkyBitz patented solution suite, including Cargo Sensor, Tractor/Trailer ID and the new Reefer Control Solution along with the SkyBitz InSight Web application, improves supply chain visibility and provides efficient streamlined tools for fleet owners to effectively manage their assets. More than 550 fleets throughout North America now rely on the patented SkyBitz GLS technology to track in excess of 150,000 mobile assets.

### **About FFE**

FFE is the primary operating subsidiary of Frozen Food Express Industries, Inc. (NASDAQ: FFE), a publicly owned motor carrier specializing in core offerings of temperature-controlled transport of products and perishable goods including food products, health care supplies and confectionery items. We offer nationwide service in both over-the-road and intermodal modes of temperature-controlled truckload and LTL freight, as well as dry truckload freight. We also offer services in brokerage, logistics and dedicated hauling. Additional information can be found at our Web site, <http://www.ffex.net>. To join our email alert list, please click on the following link: <http://www.ffex.net/irpass.asp?BzID=1065&to=ea&s=0>.

The Frozen Food Express Industries, Inc. logo is available at <http://www.primenewswire.com/newsroom/prs/?pkgid=3209>.

### **About SkyBitz**

SkyBitz is the leading intelligent asset solution and information management service provider, providing real-time information to customers in the fields of transportation, energy, construction, agriculture and waste management. SkyBitz delivers a reliable, easy-to-use asset and information management solution that provides clear visibility to mobile assets anytime, anywhere. The patented two-way GLS satellite communicator is compact, easy to install and provides multi-year battery life requiring the least amount of maintenance. Throughout North America and Europe, more than 550 customers currently rely on the cost-effective SkyBitz GLS technology to manage more than 150,000 assets and achieve total visibility, improve security, lower operating costs and enhance customer service. SkyBitz was named the second-fastest growing company in North America by Deloitte and was honored with the 2007 Frost & Sullivan Product Innovation Leadership Award. Headquartered in Sterling, Va., SkyBitz is a privately held company financially backed by CIBC Capital Partners, AIG Highstar Capital, Inverness Graham Investments, Motorola Ventures and ITV, a fund of Cordova Ventures. For additional information, visit [www.skybitz.com](http://www.skybitz.com).

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