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SkyBitz Presented Frost & Sullivan 2007 Product Innovation Leadership Award

Innovative asset tracking products demonstrate increased value services for customers and meet growth demand

STERLING, Va. - April 17, 2008 - SkyBitz, a leading satellite-based mobile asset tracking and information management service provider, has been awarded the 2008 Product Innovation Award by Frost & Sullivan in the North American regional fleet telematics market. The Frost & Sullivan Product Innovation Award is bestowed annually to a company based on excellence in technology and new products. The award was presented Tuesday evening at the Frost & Sullivan Award ceremony in San Antonio, Texas.

SkyBitz's GLS Asset Tracking patented product suite, including Cargo Sensor, Tractor/Trailer ID and the new Reefer Control Solution, along with SkyBitz's InSight Web application, improves supply chain visibility and provides efficient streamlined tools for fleet owners to effectively manage their assets. More than 500 fleets throughout North America now rely on the patented SkyBitz GLS technology to track in excess of 150,000 mobile assets.

"SkyBitz's new products increase the number of information data points available to fleet owners regarding the location and use of their assets. They also enhance fleet owners' decision-making ability to efficiently manage their assets," said Sandeep Kar, senior industry analyst at Frost & Sullivan. "By releasing value-added products and services that address the transportation industry's desire for low-cost installation and maintenance, SkyBitz has expanded its customer base and positioned itself as an undisputed leader in this market."

"We are honored that Frost & Sullivan has awarded us with the prestigious Product Innovation Award for our dedication to product development based on customer requirements in a rapidly expanding marketplace," said Homaira Akbari, CEO and president of SkyBitz. "We strive to be a leader in the telematics industry by continually increasing product functionality and reliability, which results in higher customer satisfaction."

To qualify for the 2008 Product Innovation Award, a company must demonstrate the significance of a new product, a competitive advantage, a product innovation with unique or revolutionary technology, product acceptance in the marketplace and new value-added services for customers.

The SkyBitz Cargo Sensor and Tractor/Trailer ID improve supply chain visibility and simplify the management of mobile assets such as trailers, containers,

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If you need assistance, either with background information or coordinating an interview with a member of SkyBitz's management team, please contact the SkyBitz Press Office or our PR firm.

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construction equipment, barges, rail cars and oil and gas equipment. The SkyBitz Cargo Sensor uses ultrasonic technology to maximize trailer utilization by identifying the location and load status of goods anywhere in the trailer. The sensor is installed in the asset and functions through unforeseeable weather and environmental conditions. The SkyBitz Tractor/Trailer ID ensures timely delivery of goods through the identification of the tractor hooked to the trailer. The information is transmitted through the InSight Web application via SkyBitz's GLS satellite technology.

About SkyBitz

SkyBitz is the leading mobile asset management company, providing real-time information to customers in the fields of transportation, energy, construction, agriculture and waste management. SkyBitz delivers a reliable, easy-to-use mobile asset tracking 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 500 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 enhances customer service. SkyBitz was named the second-fastest growing company in North America by Deloitte and honored with its Fast 50 Wireless 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.

About Frost & Sullivan

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