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For immediate release:

### **ResQ Track & Trace changes name to ResQ Mobile Services**

(Toronto) – Effective immediately, ResQ Track & Trace will be known and carry on business internationally as ResQ Mobile Services, according to Chad Hughes, ResQ founder and president. After operating in Canada for four years, and establishing many critical strategic relationships, the company recently began an expansion plan to acquire marketshare in the US. “When we launched in 2005, we were tracking vehicles exclusively,” Hughes explains. “The company has grown a lot since then and, based on demand in the marketplace, we thought it was the right time for a name change and one that reflected the realities of our evolving customer base.”

ResQ currently offers an end-to-end asset management and communication system for the transportation and logistics industries, and last month introduced a new product called *Trackberry*™ for smartphone users. Historically, ResQ has sold an integrated system to fleet managers to effectively monitor their assets in real-time and access numerous reports online. “We’ve been asked to track temperature changes within refrigerated containers, media screens within transit shelters and lightbulbs within industrial developments,” Hughes continues. “We can do all those things, and more, but people still think we only track trucks.”

ResQ introduced *Trackberry*™, which is downloaded and installed onto any GPS-enabled device, to track mobile employees. The application relays at regular intervals its location that is conveyed to users through a secure web portal. This is currently an enterprise solution enabling employers to track sales and service personnel in the field and acquire automatically a record of their activities. A stripped-down version for consumers, *Findr*™, will be released shortly to enable parents to track their wandering teenagers, young children and in fact parents of parents.

ResQ offers real-time asset management systems using GPS technology to enhance mobile communications and wireless business processes. After deploying a ResQ system, our clients obtain the tools they need to attain measurable results and the necessary data for efficient management of their resources and customers. ResQ delivers industry leading applications for location tracking, identification, security and workforce management. With a national footprint and expanding offices servicing markets across North America, ResQ mobile asset management systems support the transportation, logistics and service industries.

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