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Press Release

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ALK Technologies Celebrates Thirty Years of Transportation Technology Innovation

International Consumer Electronics Show, Las Vegas – January 9, 2009 – ALK Technologies is celebrating 2009 as its 30th year of developing innovative transportation and navigation software solutions. Founded in 1979 in Princeton, ALK has pioneered technology that enables both businesses and consumers globally to plan and navigate journeys more efficiently.

ALK was originally focused on creating routing and mileage solutions for the North American railroad and trucking industries. It's PC*MILER product line has since become an industry standard, deployed by more than 22,000 motor carriers, shippers and logistics companies worldwide, including the U.S. Department of Defense and the General Services Administration.

More recently, ALK was one of the early pioneers in the GPS navigation market with it's award-winning CoPilot mobile navigation software. First launched to market in the 1990's as the world's first laptop navigation solution, CoPilot is now sold in more than 20 countries, offering sophisticated turn-by-turn voice guidance for a wide range of mobile phones, dedicated navigation devices and other mobile platforms.

CoPilot now enjoys a leadership position in the EMEA smartphone navigation market* and is the partner of choice for leading mobile operators, handset manufacturers and portable navigation device (PND) vendors. The original connected navigation solution, CoPilot's award-winning Live services take advantage of mobile Internet connectivity to obtain useful real-time information such as traffic congestion and local fuel prices that can make every journey more predictable.

According to ALK Founder and Chairman Alain Kornhauser, ALK's 30th anniversary is a major milestone for the company.

"30 years is a long time in the software industry and we are proud that our work over these years has increased the efficiency of freight transportation by road, rail and water," said Kornhauser, who is also an operations research and financial engineering professor at Princeton University.

"We're also proud of ALK's success with our CoPilot products in the GPS navigation industry, which has been one of the fastest-growing and most competitive in the history of consumer

electronics. We see tremendous opportunity for further innovation in this market as GPS and mobile Internet connectivity become standard on mobile phones," added Kornhauser.

In 2009 ALK has a global presence, with approximately 200 employees, offices in 7 countries and partnerships with many of the world's most successful technology companies spanning the transportation, logistics, mobile operator, navigation and hardware sectors. 96 of the largest 100 North American motor carriers use PC*MILER Solutions, and North America's largest railroads use an ALK custom designed decision support system. ALK-developed container tracking and management systems are used by major ocean carriers and barge companies worldwide.

Detailed information about ALK Technologies and its products is available at www.alk.com.

* ALK Technologies ranked #1 provider of perpetual license smartphone navigation software in EMEA according to Canalys Mobile Navigation Estimates, Q2 2008.

About ALK Technologies

Since 1979, ALK Technologies has developed innovative mobile navigation and transportation technology solutions. ALK's award-winning CoPilot Live GPS software is the navigation based services platform of choice for mobile operators, hardware OEMs and systems integrators globally. ALK's PC*MILER routing, mileage and mapping solutions are used by over 22,000 transportation, logistics and manufacturing companies worldwide. For more information on ALK Technologies, visit www.alk.com or www.alk.eu.com.