

NEWS RELEASE



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IPATA Invites OnAsset's Nikki Cuban to Present at the 35th Annual International IPATA Conference in Hong Kong

OnAsset Educates the World's Largest Gathering of Pet Shipping Professionals on the Benefits of Asset Tracking Technology

Irving, TX – November 3, 2011 - OnAsset Intelligence Inc., a leading provider of machine-to-machine (M2M) wireless asset tracking, sensing, and control solutions, today announced that company Vice President of Sales and Marketing Nikki Cuban is speaking at the International Pet and Animal Transportation Association's (IPATA) 35th Annual International Conference, on November 5th-8th in Hong Kong.

At the event, Cuban will educate the world's largest gathering of pet shipping professionals on the virtues and issues associated with using asset tracking technology to monitor the movement of pets during transit around the globe.

OnAsset's SENTRY is the industry's most popular wireless asset tracking and control solution for monitoring the location, temperature, humidity, pressure, and condition of high value assets – including pets – as they are transported via air cargo. SENTRY is the first-and-only asset tracking solution with patented "intelligent radio suppression" technology that ensures safe and FAA-compliant operation during flight. SENTRY is also the industry's first solution to be accepted by several major [airlines](#) around the globe.

"Our technology offers 24x7 visibility that provides piece-of-mind during the movement of precious cargo – most of which is temperature-sensitive pharmaceuticals or high-value electronics – but our technology has also been used to track the movement of people on cross-country events, like Push America, and I'm now looking forward to speaking with IPATA members about using the technology to track their precious cargo," states Cuban.

The IPATA Conference attracts pet shipping professionals from more than 30 countries. The full [conference agenda](#) is available on the IPATA website.

About OnAsset Intelligence:

OnAsset Intelligence Inc. is a leading provider of wireless devices and software solutions focused on helping customers wirelessly locate, track, connect, and manage fixed and mobile assets in real-time. The company's M2M products and services include SENTRY™ wireless hardware with its flagship product line FlightSafe™ for air cargo tracking and ContainerSafe™ for shipping container security, its web-based Vision Platform™ and global wireless connectivity services. The company is headquartered in Irving, Texas. For additional information, please visit www.onasset.com.

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