

NEWS RELEASE



FOR IMMEDIATE RELEASE:

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OnAsset Intelligence Teams up with Push America to Support the Journey of Hope

M2M-Based Tracking Technology Helps Family Members, Donors, Race Coordinators, and Charitable Organizations Follow Riders across the Country

Irving, TX – June 7, 2011 - OnAsset Intelligence, Inc., a leading provider of machine-to-machine (M2M) wireless asset tracking, sensing, and control solutions, today announced that it is once again teaming up with Push America to provide location monitoring technology to riders on Journey of Hope, a cross-country bicycle trek, which starts in Seattle and San Francisco on June 8th and 12th, respectively and concludes in Washington DC on August 13th.

Journey of Hope is the largest fraternal fundraising and awareness event of its kind, benefiting people with disabilities. More than 80 riders will trek 12,000 miles, across 32 States, stopping each day to meet with groups that support people with disabilities. The course itinerary and rider journal entries are available on the [Push America Website](#).

OnAsset Intelligence makes wireless location tracking solutions that are used by many of the world's largest airlines, freight forwarders and shippers to track high-value assets around the globe. For the second consecutive year, OnAsset's SENTRY 400 GPS tracking technology is being provided to riders in the Journey of Hope. Every 30 minutes, SENTRY devices send location updates to OnAsset's Vision software platform, that is integrated with the Google Maps interface on the Push America website, to keep family members, donors, race coordinators, and charitable organizations apprised of the athletes' location throughout the journey.

"OnAsset's technology enhances the fun, and the sense of community by enabling anyone to follow the progress of our athletes as they make their way across the country," said Tanner Bacon, Director of Push America Challenge. "This is our second year working with OnAsset and we're grateful for their participation."

Riders on Journey of Hope are members of Pi Kappa Phi, who spread a message of acceptance and understanding for people with disabilities. Since the inaugural ride, the event has expanded to raise more than \$500,000 annually for people with disabilities. To date, more than 900 undergraduates have participated in Journey of Hope.

"OnAsset has looked forward to working with Push America again since our first collaboration with the riders of Journey of Hope last year," says Adam Crossno, President and CEO of OnAsset. "It's a joy to work with them and bring real-time visibility to family and friends on the location and progress of the riders and their teams."

Journey of Hope will last 63 days, with riders completing 80-85 miles each day. Participants are expected to stop in Arlington, TX on July 15; Ft. Worth on July 16, and Dallas on July 17th. For more information on the Journey of Hope, please visit www.pushamerica.org.

About Push America:

Push America was founded in 1977 with the hope of enhancing the lives of people with disabilities. With the combined efforts of sponsors and individual team members, this year's Journey of Hope will raise over \$500,000. To date, Push America and Pi Kappa Phi have raised over \$15 million, and continue to be on the cutting edge of the disability movement. For more information on Journey of Hope, please contact Adam Phillips at (704) 504-2400 ext. 124 or log on to www.pushamerica.org.

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 on OnAsset's [SENTRY](#), [FlightSafe](#), [ContainerSafe](#), and [Vision](#) products, please visit www.onasset.com.

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