

NEWS RELEASE



FOR IMMEDIATE RELEASE:

CONTACT: Todd Keefe
For Immediate Release PR
617-262-1968
todd@firpr.com

Leading Analyst Firm Compass Intelligence Names OnAsset to its Inaugural “A-List” for M2M Solutions

Industry’s Leading Analysts, Editors and Thought Leaders Award OnAsset Top Spot in the Asset Tracking Category for 2012

Irving, TX – February 16, 2011 - OnAsset Intelligence, Inc., a leading provider of machine-to-machine (M2M) wireless asset tracking, sensing, and control solutions, today announced that leading analyst firm [Compass Intelligence](#) has named OnAsset Intelligence the award recipient in the Asset Tracking category of its “A-list in M2M”, which honors excellence in the Machine-to-Machine (M2M) communications market. The awards were announced at the M2M Evolution Conference in Miami this February hosted by Technology Marketing Corporation ([TMC](#)), the world’s leading business to business and integrated marketing media company.

Compass Intelligence’s [NE2NE's](#) “A-List” identifies companies that offer the best M2M products and services in the industry. Award recipients were interviewed and vetted by the Compass Intelligence Mobile & Wireless analyst team. The list was narrowed by a panel of independent experts, including editors, analysts, and consultants, who participated in an online ballot. The criteria used to determine the winners included: vision; strategy; leadership; key customers; partnerships; financial metrics and other qualitative factors.

OnAsset was named to the A-List in M2M in the Asset Tracking category based on the strength of its SENTRY asset tracking devices, Vision software management platform, SENTRY FlightSafe® technology, and the leadership OnAsset has shown in changing the high value asset tracking industry. OnAsset’s product portfolio includes its SENTRY asset tracking devices that track the location, temperature, humidity, pressure, shock and vibration of cargo regardless of mode of transportation. SENTRY FlightSafe® technology is the first and only asset tracking solution with patented device intelligence to automatically suppress its wireless radios onboard an aircraft to ensure safe and FAA-compliant operation during flight. Also in the OnAsset portfolio is the company’s Vision software platform. Vision is a web-based application that enables customers to use the data sent from SENTRY devices in the field and turn it into actionable intelligence for proactive management and optimization of supply chain processes.

“OnAsset’s leadership can best be illustrated through the sheer number of high profile customer wins and partnerships with global freight forwarding companies and major airlines,” said James Brehm, Sr. Strategist for Compass Intelligence.

“Over the last few months, we’ve received several industry awards, and some of the largest companies in the world have publicly endorsed our technology,” said Adam Crossno, President and CEO of OnAsset Intelligence. “We feel that Compass Intelligence is one of the clear leaders in the M2M space, and being named to their “A-List” is an honor we very much appreciate.”

More information on NE2NE's A-List in M2M can be found at: <http://ne2ne.com/whos.php>

About OnAsset Intelligence:

Headquartered in Irving, TX, 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. OnAsset's products are protected by Patent numbers: 7,233,247; 7,475,806; 7,538,681; 7,652,576; and 7,791,455. For additional information on OnAsset's [SENTRY](#), [FlightSafe](#), [ContainerSafe](#), and [Vision](#) products, please visit www.onasset.com.

###