

NEWS RELEASE



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CONTACT:

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

OnAsset Intelligence Named Best-of-Show at ITEXPO East 2011

SENTRY Wireless Tracking Device Wins “Best Wireless Solution” at the Leading B-2-B Communications and Technology Event in Miami

Irving, TX – February 9, 2011 - OnAsset Intelligence Inc., a leading provider of machine-to-machine (M2M) wireless asset tracking, sensing, and control solutions, today announced that its SENTRY wireless tracking solution received TMC’s Best-of-Show award at last week’s ITEXPO in Miami.

SENTRY is the first-and-only wireless M2M device that enables GPS tracking, remote sensing, and real-time monitoring for high-value freight, on the ground, across oceans, or in the air, using a single device platform.

The SENTRY hardware is covertly placed with cargo as it travels. SENTRY’s array of M2M-based sensors, tamper loops, temperature probes, light detection, and shock algorithms provide situational awareness and complete tracking for equipment, produce, pharmaceuticals, or any high-value asset.

SENTRY’s patented FlightSafe technology is the M2M industry’s first multi-mode/redundant means of aircraft detection and radio suppression during flight, while continuing to monitor the local environment. This capability makes SENTRY with FlightSafe the first M2M device that is compliant for air travel via airline operators. As a result, cargo can be tracked from its origin to its destination (via ground or air) with a single SENTRY device. No other M2M/GPS device can provide intelligent radio management based on mode of travel.

OnAsset’s “Vision” platform is the software application that customers use to read and analyze the data provided by SENTRY units in the field.

“ITEXPO in Miami was one of the best events we’ve ever produced, and this year’s Best-of-Show winners faced an even greater challenge differentiating themselves from a large and highly competitive field,” said Rich Tehrani, CEO and conference chairman for TMC. “We’re proud to honor companies like OnAsset Intelligence with a Best-of-Show Award, and we thank them for sharing their innovative solutions with our attendees.”

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 <http://www.onasset.com/>.

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