

## **Strategic Alliance between Datatrak Solutions Limited and Siemens VDO renewed**

Towards an 85% increase in Fleet Coverage for Datatrak in the UK!

Siemens VDO and datatrak Solutions Ltd signed an important agreement in October 2006 whereby datatrak Solutions Ltd granted an exclusivity sales agency to Siemens VDO to sell Datatrak Online to its existing and prospective client base in the United Kingdom.

The marketing strategic alliance which has been in effect since 2003 and which has just been re-confirmed, will position datatrak Solutions Ltd as the leading Siemens VDO partner in the UK for fleet management, with an increase in coverage of its contracted UK fleet using Datatrak Online. To date, most of commercial vehicles using the Siemens network are equipped with datatrak's tracking and fleet management solutions. The coverage will increase by 85% by the end of 2007 over the existing number of vehicles tracked via datatrak's Datatrak Online.

Mr Reuben Portanier, Datatrak's Chief Officer for Strategy and Business Development remarked that the renewal of the strategic alliance between datatrak Solutions Ltd and Siemens VDO will see us increase our already important market share in the UK . This partnership, will also give our clients the opportunity to not only enjoy the benefits produced by our Datatrak Online fleet tracking solution, but will also give Siemens VDO clients the opportunity to improve their logistics and fleet management processes through our flagship solution, DispatchIT.

Datatrak Online is one of the company's consolidated solutions, which apart from offering cutting edge vehicle tracking facilities, is also an easy to use, no nonsense solution which has not only attracted end users but is seen by Siemens VDO as the best tracking solution to offer to its clients said Chief Operating Officer, Mr Paul Borg Costanzi .

Chief Executive, Mr Joe Fenech Conti expressed his satisfaction for this important re-confirmation, by thanking all the datatrak people who made this possible. This re-affirmation is not only an important partnership in terms of mutual benefits for both Siemens VDO and datatrak Solutions Ltd, but is a clear and unequivocal vote of confidence from a leading multinational such as Siemens VDO in the solutions delivered by datatrak. This was only possible due to our very dedicated development and support teams and the constant support provided by our UK resident support unit co-ordinated by Ms Thea Scerri and Mr Roland Scerri, our UK based Business Development Manager, who played an extremely key role in the realisation of this partnership .