

# NEWS RELEASE

## **FOR IMMEDIATE RELEASE**

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### **collectiveData Announces Record Quarter**

New modules and an expanded sales force fuel record growth in third quarter.

North Liberty, Iowa –30 September 2006 - collectiveData, Inc. a leading provider of fleet maintenance management software, announced record sales growth for the third quarter ending September 30, 2006. A revenue increase in excess of 110% over the same period from a year ago was driven by the addition of 16 new customers and steadily increasing residual income from current customer channels.

“The explosive growth in our new client acquisitions is the direct result of two factors: an expanded line of software modules and an expanded sales force” explained Rob Kinney, Director of Sales for collectiveData. Among the new modules that have boosted sales to new and current clients are the web based mobile modules, GPS, a QuarterMaster module and a powerful MotorPool management module. “The additional sales staff allowed us to more efficiently handle the influx of potential clients interested in finding solutions to a variety technical and process challenges they face, many of which go beyond what stand alone maintenance management software traditionally addressed”.

Additional revenues generated by current collectiveData clients augmented an already stellar quarter. Upgrades to the latest addition of the collectiveFleet or collectiveFleet Pro software and module incorporation stood as prime sources of current client revenue. Kevin Roth, Director of Application Development detailed the reasons for this revenue stream “One of the greatest benefits our clients find in choosing collectiveData as their fleet information management system is our ability to meet their changing needs in a cost effective manner. Our system allows them to add functionality, users or even migrate to new technology with out having to experience the expense and productivity time loss needed to learn a totally new system.”

Projections for the fourth quarter are positive with a year end forecast to be the best in company history.

#### **About collectiveData, Inc.**

collectiveData produces fleet, asset and equipment maintenance management software solutions for over 600 public, private and commercial organizations. collectiveData also provides additional services to its customers including custom application development and data conversion. collectiveData is a GSA Schedule 70 contract holder and is located in North Liberty, Iowa. More information about collectiveData is available at <http://www.collectivedata.com>.

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