

FOR IMMEDIATE RELEASE:

iTeen365 In-Vehicle Monitoring Device Steers Teen Drivers in the Right Direction

Teen drivers are the highest risk for preventable accidents. Studies show that when monitored, teens improve their driving behaviors. iTeen365 allows parents to set-up alerts and download driving reports to encourage their teen to be a responsible driver.

Chicago, IL (October 12, 2011) --- Nationally, traffic crashes rank as the No. 1 cause of death for 16-to-19-year olds, according to the AAA Foundation for Traffic Safety. iTeen365 is the newest and most technologically advanced in-vehicle monitoring device that allows parents to keep an eye on how their teen is driving when they can't be in the car with them. This promising new technology is designed to encourage safe driving habits among teens while giving parents peace of mind.

"Until now, parents had to trust that their teens were driving safely when they weren't with them," said Lisa Wolf, Spokesperson for iTrack365 – makers of iTeen365. "iTeen365's innovative technology allows parents to act as driving coaches and monitor how well their teen is driving and obeying the traffic laws. Parents love that they can receive instant alerts if their teen is driving recklessly."

A study by the Insurance Institute for Highway Safety reports that equipping the cars teens drive with in-vehicle monitoring devices can help reduce the risks teens take by providing parents feedback about driving behavior for both teens and their parents. iTeen365 allows parents to monitor their teen's driving in real-time online and set-up alerts and email notifications.

Key Features:

Tracking Data: Real-time visibility of vehicle's location

Vehicle History Reports: Detailed driving reports. Up to 4 months of data available for viewing

Mapping: Easy online map view of vehicle location via integrated Google Maps

Speed Infringement Reports: See speeding infringements in different speed zones over a period of time.

Geo Fencings: Designate unapproved driving areas and locations.

Movement Alarms: Alerts any unapproved movement of the vehicle

Email Alerts: Receive email alerts for when the vehicle leaves or comes into the area(s) you specify



iTeen365 can be purchased at www.iteen365.com for \$289.95 (price includes installation) with monthly data plans starting as low as \$17.95. After purchase, iTrack365 will coordinate for convenient installation of iTeen365 via a local authorized installation technician. Mobile installation available in select areas.

About iTrack365, Inc.:

iTrack365 has partnered with one of the world's leading providers of telematics to offer a complete range of web-based GPS vehicle tracking and GPS fleet management solutions. Currently available in over 30 countries worldwide, the iTrack365 suite includes: iTeen365, iSenior365, iSpouse365, iFleet365, and iLease365. With advanced technologies, its own full end-to-end solution capabilities from the design of the hardware and software, to the web based hosting solution, iTrack365 has made this a convenient, user-friendly application for both individuals and companies of any size. For more information: www.iteen365.com / 866-900-2464

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