**FOR IMMEDIATE RELEASE:**

**ProconGPS Inc. Unveils New Company Name, Joe Gibbs Corporate Endorsement and Technology Center**

Knoxville, TN, March 22, 2012 — ProconGPS Inc., a leading service provider of mobile resource management (MRM) solutions for businesses worldwide, announced its new corporate name, SpireonTM Inc. The new corporate name and identity will be officially launched at a special ribbon-cutting event held at the company’s new Technology Center in Irvine, California on March 24, 2012.

The Spireon name binds the strategic merger of ProconGPS, Inc. with Enfotrace and PFS, LLC, three leading providers of MRM solutions. “Our merger with Enfotrace and PFS, LLC has allowed us to leverage our combined technologies, areas of expertise and market reach while maximizing our internal resources,” explains ProconGPS Chief Executive Officer, Brian Boling. “The name change to Spireon evokes our new corporate mission to connect companies to their mobile assets and workforce through game-changing information platforms that empower them to manage actionable business intelligence.”

Derived from the words “spire” and “inspire,” Spireon reflects the company’s position at the summit of business intelligence as well as its ongoing quest to pioneer new paths toward higher levels of innovation.” Adds Boling, “We are currently developing multiple market-first product brands with unique information platforms targeted toward a number of individual MRM markets. Most importantly, these products will now be driven by a leading MRM and business intelligence company that offers unrivaled power and scale.”

Spireon will continue to innovate business intelligence platforms aimed at giving companies the power to leverage their mobile assets and workforce to improve business performance and profits. “Spireon is ideally poised to lead the MRM field with its highly scalable and customizable SaaS-based solutions built on a broad technology portfolio.” explains Boling. “The Spireon name captures the advantages of a well established industry leader that has a proven track record in innovation, customer-focused service, financial stability, powerful vertical distribution networks, and a strong customer base. These advantages put Spireon in a strong position for sustained growth and market leadership.”

As part of its new corporate identity and branding efforts, Spireon, Inc. announced a new corporate sponsorship with Joe Gibbs and Joe Gibbs Racing. Winner of three Super Bowls and three NASCAR championships as well as a business innovator, Coach Gibbs embodies the

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attributes that make Spireon unique in its markets. This shared passion for innovation and

game-changing strategies make Coach Gibbs an ideal spokesman for Spireon. As an investor as well as spokesperson, Coach Gibbs and his team are working closely with the company to develop high impact driver performance systems coupled to MRM information platforms.

To celebrate the official launch of the new identity and corporate sponsorship, Spireon will host a ribbon-cutting event on March 24 at the company’s new state-of-the-art Technology Center located in Irvine, California. The ribbon-cutting ceremony will be attended by leadership from Spireon and Bertram Capital, Coach Gibbs, as well as other local dignitaries.

As an added attraction for the event, Coach Gibbs will also unveil JGR’s No. 18 Nationwide Series entry, which will carry the Spireon name as an associate sponsor for the race Saturday, March 24 at Auto Club Speedway “This marks the third year we’ve had the opportunity to partner with Joe Gibbs Racing for a race,” says Boling. “We are very proud of our unbeaten two-for-two racing record. We look forward to seeing the same winning record from Spireon the company, as we pull ahead of the pack.”

**For more information about Spireon ribbon-cutting event and racecar, contact Corinna Tutor at 949.422.7103 or visit** [**Spireon.com**](http://www.spireon.com) **.**

**About Spireon**

Spireon, Inc., is at the summit of business intelligence and committed to going higher. Headquartered in Knoxville, TN, the company emerged in 2011 as the industry leading Mobile Resource Management (MRM) company as a result of the merger of ProconGPS, Inc. with Enfotrace and PFS, LLC , the top three providers in the MRM space. Spireon connects companies to their mobile assets and workforce through game changing information platforms, giving them the power to manage actionable business intelligence. Inspiring companies to reach new heights with powerful Software-as-a-Service (SaaS) based tools, Spireon provides a sturdy foundation on which to optimize performance.

With leading market positions in the Subprime Automotive Finance industry, Local & Enterprise Fleet Management and Trailer & Logistics markets, Spireon, Inc. specializes in developing strong business relationships with leading companies worldwide, enabling it to offer affordable world-class risk mitigation, mobile asset management and location based services to its

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customers. Spireon, Inc.’s patented array of GPS products and information platforms provide

business intelligence solutions through industry brands for automotive dealers, lenders, service and delivery fleets and transportation and logistics companies. Spireon currently has over 1.2 million active devices in the marketplace and forecasts to deliver 800,000 units in 2012. With offices in the United States, Canada, Mexico, Australia and Thailand, Spireon has a proven track record in innovation, customer-focused service, financial stability, powerful vertical distribution networks, and a strong customer base.

For additional information, please visit Spireon, Inc.’s website <http://www.spireon.com>.