**FOR IMMEDIATE RELEASE:**

**Mike Edwards Joins Spireon as the Vice President of Professional Services**

Knoxville, TN, August 7 2012 — Spireon, the leading provider of Mobile Resource Management and business solutions used by companies to maximize their mobile assets and workforce, is pleased to announce the addition of Mike Edwards to the company’s executive team.

Prior to joining Spireon, Mike Edwards served as the Business Process Manager for Coca-Cola Bottling Consolidated (CCBCC), the nation’s largest independent Coca-Cola bottler. In that role, Edwards worked closely with Spireon’s FleetLocate GPS Fleet Tacking team to configure the FleetLocate solution for CCBCC.

As a result of this collaboration, CCBCC has realized significant savings in labor hours, trailer rental and leasing fees, preventative maintenance-related fees, manufacturing and pallet-loading line shutdowns, and other inefficiencies related to managing the company’s fleet of over 800 trailers and 250 tractors.

Edwards joins Spireon as the Vice President of Professional Services, and will spearhead the company’s efforts to develop customized solutions that are aligned with customers’ business, needs and challenges allowing them to realize a maximum return on investment. As part of his new role, Edwards will also be in charge of building Spireon’s nationwide network of certified installers. Under his leadership, Edwards will establish a team of highly trained and skilled installers to perform installations at our customers’ sites, at virtually any location coast-to-coast.

“We are thrilled to have Mike on board, and know that both our products and our customers will benefit greatly from his experience and insight,” says Spireon Chief Technology Officer Terry Prime. “Mike brings with him many years of first-hand knowledge around the challenges of managing a large and disperse fleet, and how those challenges impact a company’s bottom line. We’re leveraging this knowledge to innovate solutions that address our customers’ needs and goals.”

“Working with Spireon and the FleetLocate team, I saw how this was a company that listens carefully to the challenges and needs of its customers,” recalls Edwards. “I was impressed with the proactive, collaborative approach Spireon took in making sure that at Coca-Cola, we had a solution that resolved our issues and delivered a demonstrable return on investment. Now I’m pleased to have the opportunity to bring similar results to other companies.”

As the VP of Spireon’s Profession Services, Edwards will lead his division in developing proposals, conducting analysis, and guiding pilot launches of Spireon products with the purpose

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of customized solutions to each business and demonstrating value and ROI for Spireon customers before full product roll-out.

“As a former Spireon customer and long-time collaborator, Mike offers a unique perspective that allows him to truly understand the importance of demonstrating value and ROI when selecting a business intelligence solution,” adds Prime. “His experience is a valuable asset to our company and to our customers.”

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**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

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 North America, 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>.

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