**FOR IMMEDIATE RELEASE:**

**Spireon Announces New Corporate Sponsorship of JGRMX Team**

*Kicks Off with Exclusive Customer Event at Verizon Wireless Retail Store in Tustin, Calif.*

**Irvine, Calif., January 18, 2013 —** Spireon, a leading innovator of Mobile Resource Management (MRM) and Business Intelligence Solutions that connect companies to their mobile assets and workforces, announces its sponsorship of the JGRMX team which competes in the Monster Energy AMA Supercross Championship and Lucas Oil AMA Pro Motocross Championship Series.

“Becoming a sponsor of JGRMX makes perfect sense for Spireon,” explains Spireon CMO Brad Jarvis. “JGRMX is on the cutting edge of motorcycle racing, a fast-paced and high energy sport that is constantly evolving and pushing the limits. We embrace and embody this caliber of competitive spirit, relentless pursuit of innovation, and high level of performance in our own corporate culture and product development.”

To kick off its new sponsorship of the JGRMX professional motocross and supercross racing team, Spireon hosted an exclusive private event for customers on January 16th, 2013. The event was dubbed “Chase the Race,” and was held from 5:00 PM to 7:00 PM at the Verizon Wireless retail store in Tustin, Calif. There, guests had the unique opportunity to test drive Spireon’s FleetLocate GPS Tracking System designed to help small and medium size companies manage their local fleets to optimize fleet performance, efficiencies, and cost savings. Guests also had the opportunity to meet one of JGRMX’s star riders, Justin Brayton.

As an added reward for valued customers attending the event, Spireon presented guest VIP packages for the January 19th supercross race held at Angel Stadium of Anaheim in Anaheim, Calif. The package included two race tickets and pit passes, posters of JGRMX riders, t-shirts, a pass to join the JGRMX pit party before the race and to meet Coach Joe Gibbs, NFL Pro Football Hall of Fame head coach and winner of three Super Bowls as well as three Sprint Cup and five Nationwide NASCAR Championships.

“This exclusive event was an ideal way to kick-off our exciting new partnership with JGRMX,” says Jarvis. “Like Spireon, JGRMX invests significantly in attracting talent and equipping this talent with the state-of-the-art facilities, tools and support to innovate and drive performance to new heights. Or, in the case of JGRMX, to new speeds.”

Started in 2008, JGRMX was founded by Coy Gibbs, the youngest of Coach Joe Gibbs two sons, who is also the Spireon spokesperson.

“I knew that Spireon and JGRMX would make an ideal fit,” says Coach Gibbs. “In the world of racing, whether you’re driving four wheels or two on a track, timing, communication and access to information are everything. Spireon is all about making sure their customers’ teams have real-time access to their mobile workforce and the intelligence they need to make faster, smarter, more profitable business decisions. There’s a lot of cross-over between what local fleet businesses and JGRMX needs to manage our drivers and riders.”

Coy Gibbs agrees. “In professional sports you win with people. We’ve partnered with two capable professional racers and an exceptional crew to support them. We see that Spireon has made the same commitment to building their team, from their top management level to the engineers fine-tuning the products to the sale and service staff supporting their customers. We look forward to seeing our partnership with Spireon develop.”

**About FleetLocate by Spireon**

The FleetLocate Local Fleet Management solution is a powerful, flexible and scalable information platform that provides continuous real-time visibility for fleets of all sizes. Featuring exception-base reporting, FleetLocate is an effective tool for improving operational efficiency and compliance by eliminating unauthorized vehicle usage, reducing fuel costs, increasing the number of loads per trailer, reducing the need and associated costs for rental trailers and reducing greenhouse gas emissions. FleetLocate also provides the business intelligence to help fleet managers improve safety and affect positive changes in driver performance. The interface is simple to use, easy to navigate, and provides a comprehensive suite of reports designed to help businesses better manage their fleet operations and address many of the operational dilemmas they face daily.  For more information, visit localfleet.fleetlocate.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. Its trusted brands include market share leader GoldStar GPS®, EnfoTrace GPS™, FleetLocate®, VehiclePath™ and LoanPlus CMS™. 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 fleet, transportation and automotive telematics markets, Spireon, Inc. specializes in developing strong business relationships with leading companies worldwide, enabling it to offer affordable world-class risk mitigation, mobile resource management and location based services to its customers. NSpire, Spireon’s revolutionary, new multi-vertical M2M intelligence platform provides real time analytics, through a scalable architecture and supports over 1.5 million active subscribers today. The NSpire intelligence platform collects rich data from its patented array of GPS products and delivers actionable business intelligence through industry brand for automotive dealers, lender services and delivery fleets, and transportation and logistics customers.

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

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**Contact:**

Corinna Tutor

949-422-7103

[ctutor@Spireon.com](mailto:ctutor@Spireon.com)