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**TrackX Adds Veteran Technology Executive**

*Robb James Appointed as Chief Marketing Officer and VP of Sales*

**Denver, CO (January 27, 2013) –** TrackX, a leading provider of radio frequency identification enabled (RFID-enabled) asset tracking and supply chain solutions, recently appointed Robb James as Chief Marketing Officer and Vice President of Sales.

“Robb brings to TrackX significant experience which will allow the company to more effectively expand its partner program, and execute upon its cloud-based solution strategy.” said Tim Harvie, TrackX president and CEO. “Robb also has a strong background in helping companies grow, and his leadership will help us continue to prove our enterprise asset management solution’s value and flexibility for current and future customers.”

James has assisted global companies with building complex networks and service platforms, and has held senior management and executive positions in a diverse array of industries including software, networking, cloud services, and security. In addition to his role in TrackX, James serves as a principal and founder of RCG Group, a private equity firm investing in technology companies. James also led a Hewlett Packard division focused on cyber security solutions and real-time business intelligence platforms.

He earned a Bachelor in Science Degree in Business with an emphasis in Entrepreneurship from the University of Southern California. He also attended Weber State University in Ogden, Utah, and Tokyo International University in Japan.

“TrackX has developed a very impressive asset visibility platform to help companies more efficiently utilize assets using any type of tracking technology, from barcode to RFID to environmental sensors and more,” said James. “I look forward to expanding TrackX’s applications through a cloud-enabled offering that will make the technology-enabled asset management more affordable for organizations to deploy across the enterprise.”

TrackX will focus on delivering next-gen features and functions to existing customers while continuing development of the company’s new Supply Chain Management Suite that focuses on using technology to optimize assets across the supply chain in many industries. Within these markets TrackX tracks any type and number of asset and provides a roadmap for supply chain executives looking for new opportunities to increase profits and productivity in their own operations.

**ABOUT TrackX**

TrackX provides enterprise asset tracking and management solutions that improve the visibility, accuracy, control and utilization of a company's high-value, mission-critical assets. Its cloud-based, auto-ID-enabled solutions combine highly configurable and patented software and implementation services with technology hardware from leading RFID, barcode, GPS and sensor device providers. TrackX offers its browser-based AssetTrack™ solution that tracks IT/electronics assets, returnable shipping assets like pallets and racks, high- value equipment and other assets across many industries, along with its YardTM and Supply Chain Management Suite™ applications that are designed to efficiently manage assets in and across logistics, distribution and transportation environments. All of TrackX’s solutions are platform- and hardware-agnostic in order to meet any business or integration requirement. Previously known as Fluensee, TrackX was founded by top executives from the logistics, transportation, technology and asset tracking industries, and is headquartered in Denver's Tech Center.

For more information, visit http://www.TrackX.com.

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