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**January 5, 2010**

**Collective Data Reports Record Growth Over 2009**

*A troubled economy forces organizations to crack down on fleet expenses with better management tools.*

Cedar Rapids, Iowa - 5 January 2010 -- Collective Data, Inc. a leading provider of fleet operations management software systems, announced today a year-over-year growth in sales of 8% and growth in income of 20% for 2009. The company attributes its continued success to new products that are meeting the needs of today's fleet manager.

"Many fleet managers are under increasing pressure to provide a more productive, efficient fleet but with a smaller budget," said Jason Wonase, President and Lead Software Engineer for Collective Data. "Because of this, it is more important now than ever to know where every dollar is going. We've spent a lot of resources gearing our products to better manage the entire operation of the fleet, and it's making a significant impact on our clients' bottom-line."

Collective Data released a new version of its popular collectiveFleet system at the beginning of the year that features support for ad-hoc report creation and report retrieval through web based mobile apps. The company also released numerous add-on modules, and in October a new product called collectiveShop became available, offering touch screen friendly user interfaces for shop floor mechanics and a simplified work order creation process.

The ability to be the solution for a variety of fleet types has also played a part in the success of the past year.

"We have a continued desire to address the ever changing needs of organizations with a fleet," said Keith Kramer, Sales Consultant for Collective Data. "We're able to adjust, provide customizations, and bring value to more and more entities in our market."

As 2010 begins, Wonase has a positive outlook on the future of the company. "As the needs of fleet managers continue to increase, we will continue to push forward bringing new technology to the industries we serve," he said. "We have a lot of new concepts and features that are in development for 2010, and we are very excited to offer them to our clients in the coming months."

**About Collective Data, Inc.**

Collective Data is a privately held corporation that produces fleet and equipment maintenance management software solutions deployed by over 280 public, private and commercial organizations. Collective Data also provides additional services to its customers including consulting services, custom application development and data conversion. Collective Data is located in Cedar Rapids, Iowa. More information about Collective Data is available at <http://www.collectivedata.com>.

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