



FOR IMMEDIATE RELEASE

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Collective Data Welcomes New Senior Sales Staff Member

Company brings on new talent to expand its reach into the fleet management industry.

Cedar Rapids, Iowa - 4 February 2010 - Collective Data, Inc. a leading provider of fleet management software systems, recently hired Andrew Lewellyn as a senior sales consultant. He will be responsible for maintaining a productive sales process, establish sales training, and grow company sales.

"Having the opportunity to work with an established software company to generate new business is very exciting," said Lewellyn. "Working on new sales strategies is just one of the things I hope to bring to the team."

Andrew Lewellyn joins Collective Data with experience in business development, sales, marketing campaigns, and training. His last position as an Account Executive for Ciber, Inc. honed his skills to provide solutions that fit the needs of each individual client.

"Andrew's obvious talents and real concern for delivering the right solution for the client made the decision to add him to our sales team very easy," commented Bill Wessels, Vice President of Sales and Marketing for Collective Data. "I think we can expect an exceptional year in new client acquisition based not only on our growing list of software solutions, but because of the skills Andrew brings to the table as well."

Lewellyn has a bright outlook for the future the Collective Data. "My goal is to establish Collective Data as the superior fleet management software provider," he said. "The value of a Collective Data solution is there, and I plan on helping organizations see how they can truly reduce costs and run their fleet with improved efficiency."

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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