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March 9, 2010

Collective Data Announced New Fleet Management Software Options

Powerful software modules evolve as a result of ongoing trends in the fleet management industry.

Cedar Rapids, Iowa - 9 March 2010 -- Collective Data, Inc. a leading provider of fleet management software systems, announced today the release of three new software modules to expand upon their current offerings. The new modules: Object Revolution, an application configuration module, along with Exception Reporting and Fleet Service Management took shape based on requests from clients and other fleet management professionals.

The first of the three new modules released is Object Revolution, an industry-unique option that allows organizations to have more control over software through advanced configuration.

"We have always provided services that can configure the software to fit better within existing processes and styles," said Jason Wonase, President & Lead Software Developer for Collective Data. "But now, we are opening this up in a safe and flexible manner to our clients so they can have even more control over how the software works."

Object Revolution allows users to add an unlimited number of user-defined fields, re-label fields and objects, define properties for fields such as default values and edit options, alter content displayed in drop down menus and more.

The second release is a new exception reporting engine that will run and email reports to users when certain criteria has been met. "Clients won't always know when to run reports to find problems and trends in their fleet performance," commented Andrew Lewellyn, Senior Sales Consultant for Collective Data. "This module allows our clients to set parameters around reporting and forget about it. When an issue arises they will be notified and have all of the info necessary to alleviate the problem."

The third option in Collective Data's wave of new products is the fleet service module that allows an organization to manage not only their own fleet, but the fleets of other organizations as well.

"An increasing trend towards fleet services has given us a lot of experience working with our clients on helping them manage not only their own fleet, but the fleets of other organizations as well," said Wonase. "We realized it was time to formalize this experience and package the knowledge in a module that can help more fleet managers provide these services."

Collective Data is excited about the releases but mentioned that this is just the beginning of new offerings for 2010. "There are plenty of new features, modules, and products that are currently being researched and developed," said Wonase. "We listen very carefully to what people want and we are investing in making those wants a reality."

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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