

ALK Technologies and Apacheta Announce Partnership to Provide GPS-Enabled Mobile Solutions for Transportation, Field Service and Route Delivery Companies

ALK's CoPilot Navigation Software Is Integrated Into Apacheta's Mobile Workflow Applications

Princeton, New Jersey – December 14, 2011 - ALK Technologies, Inc., a global leader in geo-logistics and navigation software, and Apacheta Corporation, a mobile workflow application provider, today announced a partnership to deliver mobile enterprise applications with integrated voice-guided GPS navigation and vehicle-specific routing. With this joint solution, customers will benefit from the flexibility and productivity gains inherent in Apacheta's mobile workflow applications, while leveraging ALK's CoPilot software to reduce fuel costs and out-of-route mileage, increase efficiency, and improve driver safety.

Through this partnership, Apacheta will resell ALK's CoPilot Live Professional and CoPilot Truck Professional, embedding CoPilot's turn-by-turn directions as options in their TransportACE, RouteACE, MerchandiserACE and ServiceACE mobile workflow applications. These products provide a complete solution for transportation, pickup and delivery, merchandising and field service operations.

ALK's CoPilot Truck Professional provides voice-guided GPS navigation with industry-standard PC*MILER truck-specific routing to help reduce out-of-route mileage and increase driver efficiency. Offering an easy-to-use interface with spoken turn-by-turn directions and non-distracting guidance displays, it calculates efficient truck routing based on vehicle profile information, routing parameters and load type, including hazardous materials. CoPilot Live is a full-featured GPS navigation system that runs on iOS, Android and Windows Mobile platforms. Its advanced features include 3D maps, Lane Assist arrows, millions of POIs, multi-stop trip planning and more.

Apacheta markets and develops a suite of flexible mobile workflow applications which can be easily tailored to a company's unique business processes. Apacheta applications implement industry best practices to automate and streamline operations for direct store delivery, route sales, merchandising, field service, and transportation. All Apacheta applications are available on Windows Mobile and Android rugged handhelds, smartphones and tablets.

"We are very excited to have Apacheta onboard as a CoPilot Live Professional ISV partner," said Dan Popkin, Vice President, Enterprise Solutions Worldwide at ALK Technologies. "The integration of CoPilot Live and CoPilot Truck Professional into Apacheta's mobile workflow applications will benefit our customers by creating value while maximizing opportunities in the marketplace."

"Integrated GPS navigation and voice-guided turn-by-turn directions are an essential part of any mobile workforce management solution," stated Don Grust, CEO, Apacheta Corporation.



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“Through this partnership with ALK we can offer a best-of-breed, complete solution from a company that really understands the needs of professional drivers and fleets.”

For more information, visit: www.alk.com or www.apacheta.com.

About Apacheta Corporation

Apacheta Corporation provides flexible mobile business applications that enable consumer packaged goods, service, and transportation-based businesses to increase the speed and accuracy of their service, sales and product distribution networks. After pioneering its flexible mobile application framework in 2003, Apacheta quickly established a solid customer base that includes Dr Pepper Snapple Group, Bimbo USA, G&K Services, Odwalla, United Rentals, Bally Technologies, Bell TV, and many others. For more information, visit www.apacheta.com.

About ALK Technologies, Inc.

ALK Technologies, a global leader in geo-logistics and navigation software, is focused on developing innovative solutions for transportation, logistics, mobile workforces and consumers. For 30 years, ALK has led the transportation industry with high-quality routing, mileage and mapping solutions. Product lines include award-winning CoPilot Live, the GPS navigation software of choice for fleets, mobile operators, hardware OEMs, systems integrators, professional drivers and consumers. ALK's PC*MILER is widely recognized as the industry standard and is depended on by transportation, logistics and manufacturing companies worldwide.

For more information on ALK Technologies, visit: www.alk.com or follow us at: www.twitter.com/ALKTech.

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