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FOR IMMEDIATE RELEASE

Datatrak and Elite EXTRA Partnering to Power the Final Mile

Eau Claire, WI, May 11, 2018 — Datatrak is pleased to announce a new relationship between two industry leaders that will provide solutions that greatly increase capability for our existing and future customers.

Dynamic routing and optimized on-demand are expectations in today's market and the need for optimization is significant as the industry evolves. Some companies are trying to embed optimization engines into their antiquated dispatch applications to meet the need, but our approach was to find an experienced provider of optimized dispatch applications with a full suite of functionality so we could hit the ground running with a superior new and future proof dispatch application.

Elite EXTRA's vast experience in optimized dispatch and operations management solutions coupled with Datatrak's industry experience, eTrac technology, and back office software ensures that we can power the final mile with a best-in-class application that isn't a "quick-fix" solution.

Elite EXTRA allows users to automatically create routes in optimized sequences, dispatch them to a smartphone or tablet, and track drivers in real-time. The software is applicable to all industries seeking visibility in managing their supply chain.

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