



P R E S S R E L E A S E

FOR IMMEDIATE RELEASE

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ARCHETYPE INTRODUCES ASSET TRACKING SOLUTIONS FOR ENTERPRISE RESOURCE PLANNING

BIRMINGHAM, Ala. – September 19, 2006 – Archetype, Inc., a rapidly growing leader in remote wireless machine-to-machine (M2M) data communications, today announced the commercial availability of the Enterprise Resource Planning (ERP) edition of its TerraTrace GPS/GSM asset tracking system.

TerraTrace is an asset tracking and monitoring solution that provides true real-time location and status information for mobile assets. TerraTrace uses a small, onboard GPS/GSM tracker/transmitter device which communicates position coordinates and other sensor data to TerraTrace's secure data center. The data is then made available to authorized users via a secure Internet connection.

“The ERP edition of TerraTrace has been developed to provide globally scalable solutions for tracking and monitoring the status of mission-critical assets, improving visibility throughout the management structure with real-time updates and historical data logging,” said Jason Cooner, president of Archetype. “TerraTrace employs redundant network routing architecture and end-to-end security standards. Both technologies are internationally patent-pending. The security implementation incorporates NSA-approved encryption mechanisms to provide a comprehensively secure solution.”

TerraTrace integrates seamlessly with all major ERP platforms, including SAP, PeopleSoft, Oracle, IBM and Hewlett-Packard, as well as industry-specific software suites, providing an easy-to-implement value-added plug-in for a company's existing IT infrastructure. The system can be

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configured with tiered permission settings for need-to-know information levels and the Web-based interface can be customized to meet a company's specific requirements and formats.

"TerraTrace is the only tracking solution that has been awarded global Enterprise Certification across all tiers of the GSM cellular spectrum by Cingular and other global carriers," Cooner said. "This ensures the most widely available, high-performance tracking capability on more than 550 cellular networks in over 200 countries. For truly global coverage, TerraTrace can also transmit data over mobile satellite networks such as Orbcomm or Iridium."

The TerraTrace ERP Edition can be integrated into a company's Hours-of-Service (HOS) monitoring program, providing an automated, real-time reporting mechanism for HOS compliance. It can also provide visibility of logistics movement throughout the supply chain. The system automatically maintains historical data logs for up to three years, providing a secure, court-admissible record of asset locations, movements and statuses.

About Archetype

Archetype, Inc. is a privately held corporation based in Birmingham, Ala. Founded in 2002, the company has established a position as the leading developer of GSM-based, Web-enabled GPS tracking solutions for applications such as homeland security, logistics, enterprise resource planning and supply chain management.

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