



**For Immediate Release**  
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***Attention:***  
*Technology and Transportation Editors*

## **RouteMatch Software Customers Attend 2006 User Conference to Share Best Practices and Learn Successful ITS Strategies**

*-- 135 attendees from 76 private and public transportation organizations representing 27 states in attendance --*

**ATLANTA, October 3, 2006** – RouteMatch Software, Inc. today announced the completion of its national transportation technology user conference in Atlanta, GA. More than 76 public and private transportation providers across 27 states attended RouteMatch’s conference from September 26-29 to share best practices and learn about intelligent transportation systems, new routing and scheduling software enhancements, and advanced transportation technologies that will further improve the efficiencies and bottom line for transportation systems across the country.

Public and private transportation providers continue to adopt and expand the use of advanced transportation automation technologies, and federal initiatives encourage providers to adopt technologies for improving service on a statewide and regional basis.

Gary Kitchin, general manager of Paducah Transit Authority in Paducah, Kentucky, headlined a session on Federal Updates and How to Get Funding, emphasizing that providers need to be aggressive in finding and applying for funds available to improve service through technology adoption and staying in touch regularly with local and state officials.

“The RouteMatch Software User Conference is just great for interacting with other providers, sharing stories about what works and what doesn’t and making long-lasting contacts,” said Gary Kitchin.

According to Rose Lee, executive director of Region Three – RIDES in Spencer Iowa, “the sessions and workshops are developed so that attendees can get detailed, individualized help to take back, plenty of Q&A time with RouteMatch staff and real-world information to implement at the home office. I also really like the ability to share best practices and develop a camaraderie with the other providers.”

Through a series of educational workshops, attendees learned about additional technologies that will make transportation service and coordination more sophisticated than ever imagined, such as advanced billing technology, automated vehicle location

(AVL), mobile data computers (MDCs), and interactive voice response (IVR), including the ability to use a cell phone as a portable mobile data computer.

The conference featured case studies that highlighted best practices in the use of transportation technology, including providers Medical Motor Service in Rochester, NY, Wayne Transportation in Goldsboro, NC, Ozaukee County Transit in Port Washington, WI, Paducah Transit Authority in Paducah, KY, RIDES in Spencer, IA, People's Transportation in Dayton, OH, American Medical Response (AMR) in Greenwood Village, CO, and North Country Transit in Berlin, NH.

### **About RouteMatch Software**

RouteMatch Software is a proven leader in transportation and logistics technology and services, with specific expertise in demand-response and paratransit systems. Targeting private and public sector transportation providers, the company's products address routing, scheduling, dispatching, billing, reporting, fixed route integration, and transportation coordination. Founded in 1999, the company is headquartered in Atlanta, GA, and its software is currently in use at more than 150 sites in 35 states across the U.S. Additional information about RouteMatch Software products is available at [www.routematch.com](http://www.routematch.com) or by calling RouteMatch Marketing Services toll-free at 1-888-840-8791 or 404-876-5160.

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