



For Immediate Release:
September 30, 2009

For More Information, Contact:
Beth Noland (404-253-7888)
beth.noland@routematch.com

Ozark Regional Transit Selects RouteMatch Software for Fixed Route ITS Technologies

ATLANTA, Georgia, September 30, 2009 – RouteMatch Software, Inc. today announced that Ozark Regional Transit (ORT) has selected RouteMatch Software for its Fixed Route ITS technologies. ORT will integrate RouteMatch CA™, RouteMatch's Fixed Route Management, Schedule-Adherence, and Dispatching solution to its current RouteMatch TS™ software system, used for demand response transit services. Under a single technology umbrella provided by RouteMatch, these solutions will now seamlessly integrate ORT's fixed and on-demand services.

Located in Northwest Arkansas, ORT is an urban public transit system servicing the cities of Fayetteville, Springdale, Rogers, and Bentonville, operating 28 vehicles for both fixed route and demand response service covering a 120 square mile service.

“In order to achieve higher rates of route and scheduling efficiency, we needed an integrated Fixed Route solution that allowed our staff to manage just one set of data, one set of reports and one overall technology system to send out, monitor and report on all vehicles and riders,” said Kendall Luallen, scheduling manager of Ozark Regional Transit.

With RouteMatch's automated system, ORT can use its Fixed Route and/or Paratransit vehicles to provide services on a given day or shift, using just one screen and one technology infrastructure. The new system will also integrate with on-vehicle mobile data computers and an automated vehicle location solution. Through one integrated ITS technology solution, ORT dispatchers can communicate with and track all vehicles and 'read' multiple in-vehicle Fixed Route peripheral devices including Automated Passenger Counters, Automated Voice Annunciators, and Vehicle Destination Signs.

Additional benefits of ORT's new integrated solution include:

- Integrate with Paratransit software for single view of both operations, flexible deviated routes and consequent savings,
- Provide real-time Passenger Information Systems across all mediums,
- Increased availability of transit information and dissemination to riders,
- Improved overall dispatching, operational efficiency, and cost effectiveness,
- Mapping services to easily locate drivers and passengers, and
- Increased driver and passenger safety and security.



RouteMatch
Software™

About RouteMatch Software

RouteMatch is the leading provider of transit ITS software and solutions. Founded in 1999, the company is headquartered in Atlanta, GA, and its software is currently in use at more than 275 sites in 45 states across the U.S. and has experienced one of the fastest growth rates within the industry in the past four years. Targeting private and public sector passenger transportation providers, the company's products address routing, scheduling, dispatching, billing, reporting, fixed route CAD/AVL, paratransit and fixed route integration, business intelligence, transportation coordination and more. Additional information about RouteMatch's ITS technologies is available at www.routematch.com or by calling RouteMatch toll-free at 1-888-840-8791.

###