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RouteMatch Software Introduces Notification Module™ for Sending Riders Automated, Telephone and Texting-based Trip Reminders, Change in Service Information

--RouteMatch's Notification Module can reduce no-shows by at least 50 percent of daily rides; improves communication with riders, boosting customer service --

ATLANTA, July 31, 2009 – RouteMatch Software today announced the availability of its new Notification Module™ (NM), an automated, telephone and texting-based system that sends customers trip reminders, late arrival notification and ‘just-in-time’ alerts when the vehicle is just minutes from a pick-up stop. The Notification Module™ also has a Floodgate Messaging capability to inform groups of customers about any disruption of service, especially in severe weather or other emergency conditions involving the relaying of important evacuation or other information.

“We found that our customers wanted an easy to use, affordable system that could reach out to customers, keep them informed about what to expect in their service at all times,” said Tom Coogan, Vice President at RouteMatch Software. “The Notification Module makes sure the rider will be at the scheduled stop and reduces no-shows while avoiding the time-intensive ‘where’s my ride’ calls fielded by many dispatching offices.”

The RouteMatch Notification Module™ will provide the following, specific services:

- ***Day Before Reminders:*** Trip reminder calls or text messages to confirm trips and avoid ‘no shows.’
- ***Pre-Arrival or Late-Arrival Notifications:*** Alerts customers when vehicles are minutes from their door or curb stop, or if a vehicle will be late.
- ***Floodgate Messaging:*** Broadcasts alerts or emergency information to customers for service changes or emergency planning.

“This module also helps providers optimize their schedules and routes by knowing the day before of any cancellations,” added Mr. Coogan.

RouteMatch’s Notification Module™ calls are completely configurable based on the providers’ needs, whether reaching all customers or a select group based on scheduling

parameters. Also, the timing of calls, messaging and frequency are all easily customizable.

For a demo of the product, customers can call 888-840-8791 or email sales@routematch.com – media can contact Beth Noland at beth.noland@routematch.com.

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 260 sites in 45 states across the U.S. RouteMatch 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.

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