



FOR IMMEDIATE RELEASE

Media Contact:

Daisy Wall, RouteMatch Software
P: 404-844-5323
E: daisy.wall@routematch.com

**Fixed Route Systems Veteran, Laura Reeves Vernon,
Joins RouteMatch Software**

ATLANTA, GA--October 3, 2011 – RouteMatch Software today announced that Laura Reeves Vernon has joined the company as Director of Fixed Route Services. Laura comes to RouteMatch from Kansas City Area Transportation Authority (KCATA) where she managed KCATA's fixed route operations for twenty four years.

Laura brings a wealth of experience in fixed route scheduling and dispatching and a keen understanding of customer needs to RouteMatch. At KCATA, Laura served as an internal technical project manager for procurement and implementation of the transit agency's Computer-Aided Dispatching and Automated Vehicle Location (CAD/ AVL) system. There, Laura led the fixed route conversion from manual to automated processes as well as system to system migration; she was instrumental in redefining process flow to boost operational efficiencies. Laura also brings to RouteMatch deep knowledge in report writing and bridging the gaps between predictions and real-time information accuracy in traveler information systems.

"Laura knows the right questions to ask to guide customers through a smooth transition, and is committed to our customers' success," said Richard Greenaway, Vice President of Professional Services, RouteMatch Software. "Laura's experience, resourcefulness, and focus on metrics are well-aligned with our company values and strategic direction. We're delighted to have her here."

At RouteMatch, Laura will provide oversight to RouteMatch Software's fixed route implementations as well as closely support both fixed route business development and product development.



Said Laura, "I'm excited to be joining RouteMatch to help continue to grow the company and help our customers get the most value from their technology investment. RouteMatch's culture and commitment to customer service are why I came on board. RouteMatch's approach is so much more than just selling software – it's about providing a total solution so transit agencies can improve ridership service and make a difference."

Laura holds a B.A. from Park University in Parkville, Missouri in Business Administration with an emphasis in Management.

About RouteMatch Software

RouteMatch is the leading provider of transit [ITS software](#) and solutions. Founded in 2000, the company is headquartered in Atlanta, GA, and RouteMatch works with 425 transit agencies in 48 states across the U.S and internationally. RouteMatch has multiple state-wide contracts including those with Georgia, Iowa, South Carolina, South Dakota, North Carolina, and Tennessee. Partnering with public and private sector passenger transportation providers, the company's products address routing, scheduling, dispatching, billing, reporting, [fixed route CAD/AVL](#), [paratransit](#) and fixed route integration, traveler information services, [fleet management](#), and more. Additional information about RouteMatch's ITS technologies are available at www.routematch.com or by calling RouteMatch toll-free at 1-888-840-8791.

###