



NEWS ADVISORY

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GUIDEPOINT TO PREVIEW FIRST-EVER INTEGRATED BLUETOOTH-GPS SOLUTION DURING CES IN LAS VEGAS

PONTIAC, Michigan – January 6, 2009 – Telematics supplier GuidePoint Systems announced today that it will be offering a “sneak preview” of its new Guidepoint Connect™ product – the industry’s first-ever solution that integrates Bluetooth and GPS technologies with emergency dispatch and location-based driver-convenience services.

The Pontiac, Mich.-based company will conduct brief “demo rides” for distributors and select members of the media this week during the Consumer Electronics Show in Las Vegas. The 8-10 minute demo ride will highlight the Guidepoint Connect solution, which ties together a hands-free Bluetooth kit, GPS tracking device and 24/7/365 response centers offering location-based services such as emergency dispatch, towing, driving directions and more. **[EDITORS: To request a demo ride, contact Joe DiBenedetto of LE&A at 516-637-0597]**

Guidepoint Connect™ is the first new consumer product developed jointly by Guidepoint and Grand Rapids, Mich.-based Brandmotion, LLC. The product will be commercially available in the second quarter of 2009.

“Guidepoint Connect is much more than just an exceptional Bluetooth kit because it’s directly tied to Guidepoint’s award-winning technology and our 24/7/365 response centers,” said Guidepoint Vice President Brian Edwards. “As more and more people use GPS systems to access location-based services, we can now offer them a total solution that is hands-free, safe and easy to use. We are confident that the combination of Guidepoint’s driver services and advanced wireless/GPS technology with Brandmotion’s Bluetooth technology will allow us to offer a superior aftermarket-installed product that will command a premium price from consumers.”

About Brandmotion: Brandmotion (www.brandmotion.com) is a leading producer of interior automotive aftermarket products. Led by veteran auto industry engineers, Brandmotion is dedicated to bringing innovative, affordable and fully integrated consumer products to market quickly and efficiently with OEM-level functionality.

About GuidePoint Systems: Sold through more than 1,500 new and pre-owned dealerships nationwide, Guidepoint integrates GPS, advanced wireless technology, the Web and 24/7/365 response centers to deliver a variety of services to vehicle owners and fleet managers. Rated the #1 stolen vehicle tracking solution in 2007 by international research firm Frost & Sullivan, Guidepoint also offers a variety of driver safety, convenience, fleet management and vehicle tracking services. Visit www.guidepointsystems.com or call 1-877-GPS-FIND for more information.

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