

MEDIA RELEASE

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TRACPLUS GLOBAL WINS INTERNATIONAL TECHNIUM CHALLENGE

*Dunedin technology company beats 15 other countries
to win prestigious competition*

Auckland, 3 June 2008 – International Business Wales and Technium UK today announced New Zealand technology company TracPlus Global Limited, providers of a ground-breaking GPS tracking service, as the winner of the International Technium Challenge.

The International Technium Challenge is a worldwide, high-profile business planning competition to identify and support innovative businesses with growth potential. The global competition is organised each year by International Business Wales (IBW) and Technium UK, and gives one company from dozens of international competitors, a UK business passport to open an office in Wales establishing a beachhead into the lucrative European market.

Kiwi winners TracPlus Global beat 15 other countries including Australia, China, USA, France and Japan in the final leg of the worldwide challenge which was held as part of a weeklong Learning Journey in Wales. TracPlus Global, along with the 15 other countries presented their business cases to the Technium UK judging panel which comprised patent attorneys, solicitors, management consultants to the University of Wales Newport Business School and big name CEO's such as Sony Corporation's global CEO Sir Howard Stringer.

In addition to office space in a Technium business innovation and incubation centre in Wales, TracPlus Global will also receive an impressive business support package worth over NZD\$120,000 in legal, marketing and business advice, capital raising, personnel / manufacture sourcing, ongoing guidance and more.

At the Awards ceremony at the Marriott Hotel Swansea the Technium Challenge trophy was presented by Technium Director Steve Davies to Chris Hinch, CEO of TracPlus Global. TracPlus has had a banner year. In addition to winning the Technium Challenge, the Company received the Mateship Award for its part in helping two kayakers on their 3,000 km, 61-day journey from Australia to New Zealand, while continuing to secure prestigious contracts and expand overseas.

Technium Director Steve Davies congratulated TracPlus Global on their win in the international competition.

“TracPlus stood out from the beginning, especially in terms of their business proposition for expansion into the UK market. Chris and the TracPlus team will now be able to utilise one of Wales' 12 advanced Technium Centres where they can take advantage of a range of specialist knowledge, collaborate with a cluster of other technology companies in the Technium community, as well as support to help build their success in the UK market.”

Head of International Business Wales (Australia and New Zealand) Gareth Davies reiterated that TracPlus Global is a great example of a Kiwi company taking up the challenge of the global economy.

“TracPlus Global is a great example of a company leveraging a superb new business software model firmly anchored in New Zealand but looking to access and scale itself in global markets as a key to success – that is exactly the sort of company that IBW can assist in the UK market,” says Davies.

Chris Hinch, CEO of TracPlus Global says the Company is thrilled to have won the programme offered by Technium UK and IBW.

“I’ve been incredibly impressed with how IBW has taken an integrated and coordinated approach to attracting and supporting new businesses into the UK market. We look forward to taking full advantage of the support provided by the Technium UK business passport programme to take TracPlus Global worldwide.”

Consequently, Hinch also says that winning the International Technium challenge will help accelerate TracPlus Global’s entry into the UK markets.

“Winning this international event is an important validation of the TracPlus opportunity in the UK and will allow us to gain valuable insights into this new market. The Technium Challenge programme will also give TracPlus a fantastic platform from which to enter the European market.”

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About Technium

The Technium concept was initiated by the Welsh Assembly Government to drive forward enterprise and innovation in Wales, and has resulted in a network of innovation centres in Wales supporting dynamic technology businesses across different industry sectors. To date, the scheme has supported 139 UK companies, and is now expanding to help international businesses.

For more information please visit www.technium.co.uk

About International Business Wales

Formerly known as the Welsh Development Agency, International Business Wales (IBW) is the only UK regional development agency with a permanent presence in New Zealand with consultants in Auckland. It has helped nearly 500 international companies base their operations in Wales including Sony, Toyota, Airbus, HSBC, Mitel, Sharp, Logica CMG, IBM, Unilever and Australian icons such as Macquarie, Sims Group and BHP Billiton.

IBW is Europe's most successful economic development body with a global network of 23 offices. First it helps companies set up operations then provides ongoing support for selling products into new markets.

For more information please visit www.ibwales.com

About TracPlus Global Limited

TracPlus Global Limited's core business is the seamless, reliable and secure delivery of real time global tracking, sensor monitoring and data analysis services to private, business, military, and government organizations worldwide, using guaranteed mission critical hosting infrastructure.

The TracPlus product and service occupies a unique position in the global telemetry market. In a global market where new tracking hardware is announced daily, TracPlus is the only service designed to work with any tracking terminal, across any satellite or cellular network, and deliver data to a wide variety of client applications including third party command and control systems.

TracPlus also sets a new standard in operator and agency interoperability, allowing users to easily and securely share data with each other, enabling emergency response and rescue coordination agencies to visualise time critical tracking data in the systems of their choice, regardless of the source of that data.

For more information please visit www.tracplus.co.nz