



MEDIA RELEASE

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TRACPLUS GLOBAL ON WAY TO WALES TO WIN UK BUSINESS PASSPORT

Auckland, 22 April 2008 – International Business Wales today announced TracPlus Global Limited, providers of a ground-breaking GPS tracking service, as the country winner for New Zealand in the worldwide Technium Challenge.

Dunedin-based TracPlus Global beat four other New Zealand technology companies and will now go on to compete with companies from 15 countries including Australia, China, USA, France and Japan in the final leg of the competition held in Cardiff in late-May.

Technium UK and International Business Wales (IBW), a part of the Welsh Assembly Government, will give one high-growth technology company a UK business passport which will enable them to open an office in Wales and reach the lucrative European and UK markets. TracPlus Global will be following in the footsteps of New Zealand finalist Xero, which won the Worldwide Technium Challenge in 2007.

Gareth Davies, representing International Business Wales says the standard of the New Zealand competition was excellent and the quality of the presentations was uniformly very high.

“We were impressed with the very high standard of the presentations of the five finalist companies but TracPlus clearly stood out from the rest in terms of their business proposition for expansion into the UK market, proven success and established clientbase. But most importantly for offering another great example of Kiwi ingenuity to solve a universal problem. Their pioneering GPS solutions are unlike anything else currently on the market.”

“With free office space in a Technium centre and valuable business advice, the winning company can invest their finances and energies into growing their business rather than struggling with new overheads and understanding an unfamiliar market. Entrants taking the Technium Challenge will also receive benefits at every step of the way,” Davies says.

Chris Hinch, CEO of TracPlus Global will go to Wales to represent New Zealand and compete for the overall prize in the Technium Challenge which includes legal, marketing and business advice, capital raising, personnel and manufacture sourcing, ongoing guidance and more.

Hinch says the Company is delighted to be given the opportunity to compete on behalf of New Zealand for the programme offered by Technium UK and International Business Wales.

“Winning the Technium Challenge would provide a great platform for TracPlus Global going into the UK market, and bring fantastic opportunities for the Company. We would be able to draw upon the expertise of Technium’s public and private sector partners and

wider stakeholder network, which would help take TracPlus Global to the next steps of global expansion – which is our goal.”

Mike Hanning, Vice President of Sales and Marketing says, “We recognize there are a lot of opportunities in the UK and European market and we’re excited to investigate ways to leverage this competition to open global markets for TracPlus Global.”

TracPlus Global, together with activiser, Modica Group, Digi-Clik and Centruflow presented their business cases yesterday to well-known business columnist and journalist Rod Oram and EY Entrepreneur of the Year and serial entrepreneur Chris Jones (founder of Argent Networks, CEO Mobilis) and International Business Wales representative Davies.

Hinch will join the winners from the other four countries travelling on an all-inclusive business class trip via Air New Zealand to Wales in late-May for one week to complete the last stage of the Challenge and find out whether or not they have won.

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For more information, please contact

Julien Leys, JML Communications, P +64 9 358 2828, M +64 21 655 598

Chris Hinch, CEO of TracPlus Global Limited, M +64 21 535 294

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 NZ with consultants in both Auckland and Wellington. 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.co.uk