

Securus, Inc. Acquires Zoombak, LLC

Acquisition Creates Powerful Combination of Two Leading Personal GPS Companies

CARY, NC (February 21, 2011) – Securus, Inc., a market-leading provider of GPS-based products and technology to address a new and fast growing segment of the GPS market, Safety and Security applications, announced today that its wholly-owned subsidiary has acquired substantially all of the assets of Zoombak, LLC from TruePosition, Inc. Zoombak is a leading seller of personal GPS tracking devices that help people track the things that are most important to them, from teenage drivers to employees and automobiles.

Zoombak's® award-winning GPS trackers are available in more than 12,500 retail locations through more than 100 U.S. retail partners including Best Buy, Radio Shack, Sears, Pep Boys, Car Toys and Amazon.com.

“The Securus team is very pleased to begin working with Zoombak's partners and customers. We will continue to offer Zoombak products and deliver enhanced services to the consumer,” states Chris Newton, President and CEO of Securus, Inc. “Securus' strategy has been to build market-specific product offerings and to deliver these through channel partners, with the ultimate goal of building out a retail distribution network for these products. This acquisition is intended to accelerate our business plan by providing us ready access to a developed retail partner network that the Zoombak team has skillfully assembled over the last few years. We welcome the Zoombak operation and key team members to Securus and believe together we create real synergies.”

“Securus brings a great strategic fit and continuation of the Zoombak mission. We believe that Securus will successfully continue to build the brand as well as the personal GPS category,” says Steve Stuit, CEO of TruePosition, parent company of Zoombak, LLC.

Securus currently offers portable GPS locators designed to serve various markets, including:

- College Students and General Use: eClick is especially designed for and available for use by college students and will soon be available as a general-purpose GPS-based panic button.
- Special Needs Individuals: eCare is a personal GPS locator designed for individuals with cognitive disorders such as Alzheimer's disease, Dementia, Autism and Down syndrome.
- Law Enforcement: CatchAThiefGPS is designed to help law enforcement personnel recover commonly stolen items like bicycles, cars and laptop bags and prevent future thefts.
- Pet Tracking: SpotLight and SpotLite are available to track pets with the help of the American Kennel Club Companion Animal Recovery division.
- Child Safety: eSafe is a personal GPS tracking device designed to increase children's safety.

“We are delighted to join the Securus team as we continue the legacy of Zoombak,” said Peter Muldoon, VP of Sales for Zoombak, LLC. “Zoombak is a leading seller of personal GPS devices through the retail channel. Securus brings a deep and expanding portfolio of personal GPS products and services that we believe our retail customers will embrace as we build the personal GPS security category. We look forward to continuing the market-leading sales of Zoombak products while introducing new products and services from Securus to our retail partners. The combination of Securus and Zoombak products should bring benefits to our retail partners and, more importantly, to our consumers who are looking for new products that help keep loved ones and valued belongings safe.”

About Securus:

Securus is focused on deploying GPS-enabled solutions for the Safety and Security market. Securus has developed a complete GPS technology platform, “GPS as a Service,” enabling the Company and its market partners to deliver tailored GPS hardware and software solutions specifically designed for each vertical. Securus' strategy is to partner with leading companies in each vertical market with domain expertise and ready market access ensuring best-of-class solutions and rapid market growth. Securus has developed products for a number of markets, including college students, individuals with special needs, pet protection, child safety and law enforcement. Visit Securus at www.SecurusGPS.com.

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