



# Datatrac®

## Press Release

July 15, 2010

### Providing Exceptional Value Drives Record Growth

Demonstrating the continuing success of its cloud-based solution, Datatrac® Corporation experienced record growth during the first half of 2010. With the addition of new customers and existing users expanding their adoption of *Datatrac Web™*, the company recognized double-digit revenue growth during this time.

Christopher Porras, Datatrac CFO, noted this record growth followed a tough year for the industry and occurred while most of the economy is struggling to recover from recession. “Like any other business owner, independent carriers have to be careful with their investments—especially in these challenging times. The upswing we experienced in the first six months of the year directly reflects the fact that more carriers are selecting our cutting-edge technology to position their companies for growth. “

To handle the growing demand and continue delivering exceptional service, Datatrac has also added several new staff members in its Atlanta area offices. Angela Davis brings her previous experience and technical abilities to the highly capable Customer Support team. In addition, Gary Becker recently joined the company as a regional Director of Sales. His background in enterprise software is already helping prospective customers recognize the benefits of choosing the right technology partner.

The remainder of 2010 holds the potential for additional growth as more shippers declare their preference for Datatrac empowered carriers. During the latter half of the year, the Datatrac team will continue working to meet the technology needs of its users with new features in *Datatrac Web* and expansion of its rapidly-growing network of connected carriers.

#### *About Datatrac Corporation*

Datatrac® Corporation has been helping shippers and carriers grow revenues by maximizing logistics efficiency for over 30 years. With their real-time logistics network and cloud-based web technology solution, Datatrac empowers greater efficiency throughout the expedited supply chain. Learn more by visiting [www.datatrac.com](http://www.datatrac.com) or call 800-827-2677. Follow “[DatatracCorp](#)” on Twitter for the latest news updates.

**Datatrac Corporation**

4550 North Point Parkway • Suite 200 • Alpharetta, GA 30022 • (770) 552-3866

[www.datatrac.com](http://www.datatrac.com)