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## FOR IMMEDIATE RELEASE

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### Globe Tracker and PressurePro Announce Strategic Alliance

Leaders in advanced asset tracking and TPMS join forces to bring integrated solutions to market

**Harrisonville, MO and Melbourne, FL: February 16, 2015:** Advantage PressurePro™, Advantage PressurePro, worldwide leader in Tire Performance Management Solutions and Globe Tracker International ApS, pioneer of advanced asset tracking and end-to-end cargo monitoring solutions, announce a strategic alliance to integrate their respective technologies. As a result, their intermodal customers will not only be able to track and locate intermodal assets but will also have the ability to simultaneously monitor tire performance information remotely. The alliance will bring customers a variety of advantages such as extended tire life, reduced fuel consumption, improved road safety and reduced tire theft in conjunction with the benefits of continuous tracking and monitoring of the parent asset.

The companies plan to showcase the integrated technologies at the upcoming Intermodal Asia Tradeshow event scheduled for March 24-26 in Shanghai, China. According to Jim Davis, CEO of Globe Tracker International, "By teaming up with Advantage Pressure Pro, we are able to combine our technologies and provide effective solutions to every day challenges, especially in the intermodal and marine terminal areas where equipment readiness and visibility is so important. We see applications for smart trailers, smart chassis, smart cranes and other intermodal equipment."

"Combining our industry leading solutions is another step forward in the revolution of smart units," stated Edward Lutsko, PressurePro's Manager of Technology. "Giving companies the capability to track and report their assets while simultaneously monitoring their tire performance can help users transform their maintenance efforts, increasing production and generating further revenues for customers purchasing chassis' with these combined solutions."

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**About Globe Tracker International, ApS:** A privately held Danish company revolutionizing supply chain visibility and profitability, Globe Tracker opened a development center in Beijing, China in February of 2007, and now has offices and development centers in Qingdao, China; Copenhagen, Denmark; Reykjavik, Iceland; Tórshavn Faroe Islands and Melbourne, Florida in America. For more information: [www.globetracker.com](http://www.globetracker.com) or call Don Miller: 1-800-506-4030 ext. 5 or +1-647-984-4693.

**About Advantage PressurePro™, LLC:** Advantage PressurePro is the developer and marketer of the PressurePro line of Tire Pressure Monitoring Solutions. The leading aftermarket TPMS system worldwide, PressurePro has been involved in the industry since 1991 and is renowned as the pioneer in the TPMS market. With a reputation for reliability, durability, accuracy and ease of use of their solutions, PressurePro remains the only TPMS manufacturer that provides American Made product. The only TPMS provider to offer numerous advanced monitoring options, PressurePro was the first TPMS Company to add communications capabilities across their product line, bringing to life remote monitoring options alongside of the world's leading Telematics products. PressurePro also remains the only TPMS provider to offer fully automated drop-and-hook applications and data logging abilities. Trusted by customers worldwide, PressurePro remains committed to providing savings and safety for drivers worldwide. For further information visit PressurePro online at [www.pressurepro.us](http://www.pressurepro.us).

