

## **Webtech Wireless Launches Corporate Rebranding**

*Introduction of new brand identity brings together Company's three product brands under one corporate umbrella brand*

**VANCOUVER, BRITISH COLUMBIA – April 13, 2011 – Webtech Wireless Inc.** (TSX: WEW), a leading provider of vehicle fleet location-based services and telematics technology, announces the launch of its new corporate identity, unveiled last week to employees worldwide, and being rolled-out across all of the Company's operations over the coming months. The new identity will be applied to all marketing and communications materials, including the launch of a new website slated for early next month.

The new identity organizes and rationalizes the Company's brands under a single corporate (umbrella) brand, with its three distinct product brands. Each is based on a common visual platform of icons, typefaces and colours, effectively creating a unified brand family.

"The idea of rebranding Webtech Wireless was first raised following the acquisition of Grey Island and its InterFleet® and NextBus® brands. It was clear that we were transitioning from a single solution company (Quadrant®) to one that could offer a comprehensive set of tightly integrated business solutions to an ever increasing variety of customers," said Scott Edmonds, Webtech Wireless' President and Chief Executive Officer. Adding, "The new brand identity is a logical step that communicates, to all stakeholders, that we continue to provide very specialized products and services, and that these are strengthened even more as an integral part of the new Webtech Wireless brand family."

The new Webtech Wireless logo icon – a "W" constructed of three stylized arrows – will be used for the Corporate, InterFleet and Quadrant brands. Its design subtly conveys both corporate and product brand attributes: precise, efficient, direct, purposeful, fast and focused. The NextBus brand, a leading brand in the transit sector with a significant end-user audience, will sport its own icon – an "N" constructed of two stylized arrows in motion – that additionally conveys a dynamic, friendly brand personality to resonate with transit authorities and transit users. Both icons were designed to work well in web and mobile applications, where their use has superseded more traditional communications mediums.



With the launch, the Company will also reinvigorate its "Telematics for the Planet®" tag line, by applying it to all of its activities. Telematics for the Planet represents a multifaceted commitment to develop cost effective, location-based technologies that benefit our environment by reducing vehicle use and resultant CO<sub>2</sub> and pollutant generation, as well as making reference to the Company's global presence.

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The new branding platform also sees the introduction of terminology that groups the Company's various products into subgroups – MANAGER, LOCATOR, IN-CAB, etc. – thereby presenting a more cohesive and comprehensive solution to the marketplace. The platform also has the flexibility to incorporate additional brands in the future.

Webtech Wireless' new identity not only encompasses the values of the Webtech Wireless brand and its products, but will also help it stand out against its competitors in an increasingly competitive marketplace.

For more information, please contact Eric Wilson, Marketing and Communications Manager, Webtech Wireless, at [eric.wilson@webtechwireless.com](mailto:eric.wilson@webtechwireless.com).

### **About Webtech Wireless®**

Webtech Wireless Inc. (TSX:WEW) is a provider of vehicle fleet location-based services (LBS) and telematics technology. It develops, manufactures and supports end-to-end wireless solutions that improve the productivity, profitability, environmental compliance and safety of vehicle fleets. Its comprehensive suite of products and services include: automatic vehicle location (AVL), mapping, vehicle diagnostics, CO<sub>2</sub> reporting, navigation, messaging, and mobile resource management. The Company serves customers of all sizes in the transport, government, service, insurance and OEM markets in over forty-one countries, including Fortune 500 companies. Specialized products include: *Quadrant*® commercial fleet solutions, *InterFleet*® solutions for government, and *NextBus*® real-time passenger information services for transit fleets. For more information, please visit [www.webtechwireless.com](http://www.webtechwireless.com) or contact:

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