



Press Release

Datatrac introduces IPD Mobile at Lunch & Learn Sessions of the Florida Messenger Association

ATLANTA, August 27, 2014 — Datatrac Corporation announced that it has successfully concluded a round of presentations at each of four summertime Lunch & Learn Sessions. These special events were sponsored by the Florida Messenger Association, www.floridamessenger.org, as a means to conduct educational sessions centered on adding operational knowledge and collaborative expertise to its member Courier and Expedited Transportation companies servicing the Florida Market.

Datatrac co-hosted events along with The Association for Delivery Drivers (A4DD) in Jacksonville, Tampa, Orlando and Fort Lauderdale, Florida to introduce the concept of utilizing a shared network of Independent Contractors to help avoid misclassification issues and provide other value-add benefits to companies engaged in final mile deliveries. Datatrac's IPD Mobile gives delivery companies the technology to access the mobile app on the cell phone of any Independent Professional Driver operating within the IPD Mobile Network. IPD Drivers have the ability to accept or reject jobs, perform services for multiple companies and bill for their services as independent businesses. *"The misclassification issue continues to be a challenge for our industry"* stated Thomas Jowers, President of the Florida Messenger Association. *"Our members are concerned about recent legislation that potentially challenges their ability to effectively utilize their fleet of Independent Contractor drivers to satisfy their service commitments to their customers while remaining in compliance with Federal and State Laws."* *"We reached out to Datatrac to introduce their timely IPD Mobile solution to our members and the response has been overwhelmingly positive"* said Jowers.

"We're excited by the response to IPD Mobile and the opportunity to work closely with The Florida Messenger Association to deliver our value proposition to the courier and expedited transportation companies maintaining operations in that part of the country", stated Henry Dixon, President and CEO of Datatrac. Mr. Dixon went on to say, *"IPD Mobile is all about driver independence and more effective use of driver resources. It's a win-win solution for both the driver and the delivery company. It brings value to the Independent Contractor through the promise of additional opportunities for work and value to the delivery company in the form of increased delivery capacity, cost reductions associated with driver turnover and reduced exposure to misclassification issues."*

About Datatrac Corporation

Headquartered in Atlanta, GA, Datatrac Corporation is the leading software developer and wireless communications solutions provider for same-day/last mile courier companies in the U.S. and Canada. For more information about Datatrac, please visit the company's web site at www.datatrac.com.

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