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TRACPLUS GLOBAL AND FLIGHTCELL ANNOUNCE NEW MESSAGING CAPABILITIES, CELLULAR SUPPORT FOR NORTH AMERICA CUSTOMERS AND REDUCED CELLULAR PRICING

DUNEDIN, NEW ZEALAND, 21 June 2012 – New Zealand technology companies Flightcell International and TracPlus Global announced the launch of significant new capabilities for owners of the Flightcell DZM product range.

“We’re extremely pleased that TracPlus Global now provides comprehensive support for air-to-ground and ground-to air messaging for the Flightcell DZM,” said John Wyllie, Founder of Flightcell International. “We’re also very pleased that US and Canadian DZM owners using TracPlus can significantly reduce their tracking costs by using cellular networks as well as the Iridium satellite network”.

“This is the result of a three month coordinated development effort with Flightcell, and reflects the high regard in which we hold their flagship product, the Flightcell DZM,” said Stuart Campbell, CEO of TracPlus Global. “TracPlus is the obvious tracking provider of choice for all Flightcell DZMs, and we are committed to helping Flightcell customers make the most of their equipment”.

The new capabilities include text messaging directly to and from TracPlus users over the Iridium satellite network and a North American cellular network presence. This allows DZM customers to send tracking messages via cellular networks when in range, and switch automatically to the Iridium satellite network when out of cellular range. TracPlus Global has simultaneously announced a 50% price reduction for cellular messages, dropping the cost of position reports to as little as two cents per message.

“TracPlus Global’s cellular presence in North America means that our customers can take full advantage of the significant safety and operational benefits that tracking provides at an unmatched price,” said John Wyllie.

For more information, please contact

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About TracPlus Global Limited

TracPlus Global Ltd is a next generation Tracking Service Provider, delivering seamless, reliable, and secure real time global tracking, sensor monitoring and data analysis services to private, business, military, and government organizations worldwide, using guaranteed mission critical hosting infrastructure.

TracPlus sets the standard in operator and agency collaboration, allowing users to easily and securely share data with each other regardless of hardware or software. This enables emergency response and rescue coordination agencies to visualize time and mission critical tracking data in the systems of their choice, regardless of the source of that data.

TracPlus Global won the International Technium Challenge, TUANZ Initiative of the Year, and Overall Winner of the TUANZ Innovation of the Year in 2008. In 2009, TracPlus Global was awarded the Runner-Up for the “Most Innovative Security Products & Services: Communications, Disaster Preparedness and Maritime” at the 6th Annual Security Summit held by The Security Network, and joined the Speakers Panel in 2012.

For more information, visit www.tracplus.com

About Flightcell International

Flightcell International specializes in the integration of satellite and cellular transceivers into Aircraft communications systems. In the late 1990's Flightcell were the global innovators of portable systems for integrating handheld Audio devices (satellite and cell phones) into aircraft audio systems. In the following decade Flightcell International has grown into a world leader for on board satellite voice, messaging, data, and event driven flight-tracking systems.

Through a series of high level and time pressured customer requirements, Flightcell's responsive and comprehensive government backed development program, enabled a range of products to be created to suit a wide range of needs in the Military, government, law enforcement, air medical, and corporate aviation markets. Flightcell products now provide satellite (and cellular) voice, data and flight-tracking solutions globally.

For more information, visit www.flightcell.com

Image: Flightcell International's DZM3 with dual mode Iridium/GPS antenna