



FOR IMMEDIATE RELEASE

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Countermind Joins Three Distinguished Trade Associations

Company refocuses strategic direction to target parcel and product delivery and freight transport

LITTLETON, Colo. – Mar. 31, 2008 – Countermind, a mobile business solutions provider, has joined three new trade associations in an effort to gain ground in a new industry and heighten the company’s market awareness. Countermind is officially a member of Messenger Courier Association of the Americas (MCAA), Air & Expedited Motor Carrier Association (AEMCA) and Airforwarder’s Association (AFA). All three of these national organizations help members stay abreast of the latest issues facing their industry, including legislative regulations and requirements, product advancements and industry news.

All three organizations are well-respected industry resources bringing companies at each level of the supply chain together to keep the transportation sector on track with the pace of business. From industry giants and multi-site companies to mid-sized operations and small businesses, each association offers a multitude of opportunities and resources, including newsletters, publications, conferences, tradeshow, and webinars. As a member, Countermind aims to serve as a mobile solutions expert for association members seeking technical advice, best practices or deployment support.

“Increased competition and customer service demands are driving companies to employ new strategies to solidify their market position and safeguard their profit margin,” said Tom Smith, president of Countermind. “Recent advancements in mobile technologies such as GPS, On-Board Computers, handheld devices and mobile business applications have paved a new road to success. Companies, regardless of size, can now intelligently automate the mobile side of the delivery process, eliminate operational inefficiencies and take customer service to unprecedented levels. Countermind is one of those companies helping make this possibility a reality.”

At AirCargo 2008 in March, Countermind launched MI Deliver, an enterprise-grade mobile solution. This new product is the industry’s first ready-to-deploy mobile solution designed to efficiently support the daily volume, coordination logistics and fleet management needs of medium to large-sized corporations. Specifically, MI Deliver optimizes operations by intelligently automating critical mobile processes such as pre/post truck inspection, load reconciliation, proof of delivery, and real-time inventory/asset management tracking.

For information about Countermind, please visit www.countermind.com or call (720) 407-0200. For information about MCAA, please visit www.mcaa.com or call (202) 785-3298. For information about AEMCA, please visit www.aemca.org or call (703) 361-5208. For information about AFA, please visit www.airforwarders.org or call (202) 393-2818.

About Countermind

Countermind provides ready-to-deploy, intelligent mobile solutions that help transportation, logistics and manufacturing companies optimize operations and enable real-time access to business critical information. Founded in 2002, Countermind created a mobile software platform with patent-pending technology that shortens the time to deploy tailored business solutions to address real business challenges. Countermind's family of enterprise-grade Mobile Intelligence (MI) products and professional services give medium to large companies the technical edge to eliminate inefficiencies, remain competitive and improve their customer service.

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