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FOR IMMEDIATE RELEASE

Press Release

Transplant GPS Launches RightWay GPS Navigator 550 with On-Line Map Updates

Rochester, MN (April 19, 2009) -- Transplant GPS, Inc. today announced the launch of the RightWay 550 GPS Navigator (RW 550), the latest addition to the RightWay GPS Navigator family. The RW 550 combines exceptional hardware and software with the ability to update maps on-line to create an amazing user experience.

The new RightWay 550 utilizes the latest technology to create a powerful and reliable navigation device. With the SiRF Atlas IV chipset and double the RAM of the previous generation, the RW 550 provides even more accurate positional information, faster response times, and an increasingly responsive user interface.

Like all RightWay products, the RW 550 has the right features at the right price. With a MSRP of \$119, the RightWay 550 GPS Navigator features:

- Clear Turn and Lane Assist for navigating complex interchanges on major interstates
- Turn-by-turn voice guidance with street names
- Automatic route calculation and re-calculation
- Over a million of points of interest
- English, French and Spanish language options
- 2D, 3D & driver safety map views
- Automatic day/night mode
- Destination entry by zip code, city, street or intersection
- Multi-stop trip planning with route optimizer

With a redesigned user interface and intuitive menus, navigating from place to place anywhere in the United States has never been easier.

Unlike other GPS units, the RightWay 550 GPS Navigator has the ability to update maps on-line by connecting the unit to a PC using the mini USB cable provided. Through this configuration, the user is able to download maps and map updates from ALK Technologies, Inc.'s MapSure™ map update service.

The MapSure™ map update service provides automatic map updates at regular intervals throughout the year so users can always have the most accurate and up-to-date street level maps of the United States and Canada. The MapSure™ map update service offers:

- The latest full map of North America road network available quarterly
- 45 day map update commitment for road or address changes reported through the MapSure™ feedback program
- Monthly map maintenance updates including emergency road closures, updates reported by the MapSure™ community and other improvements

The RightWay 550 GPS Navigator has an MSRP of \$119 and will be available in May 2010. For more information visit www.rightwaygps.com.

About Transplant GPS

Founded in 2000, Transplant GPS has a history of innovative GPS products starting with the creation of the world's first Bluetooth GPS while working with EMTAC Technology Corporation in 2001. As Transplant drove into the future, they became known for designing and creating customized GPS products through OEM projects. In 2008 Transplant launched its own GPS products line, RightWay (www.rightwaygps.com). The full line of RightWay branded products range from GPS components to all inclusive personal navigation devices to iPhone accessories. In addition, Transplant also produces the PC*Miler Navigator for trucks and sponsors Randy Moss Motorsports drivers Mike Skinner & David Starr in the NASCAR Camping World Truck Series.

About ALK Technologies, Inc.

Since 1979, ALK Technologies has developed innovative mobile navigation and transportation technology solutions. ALK's award-winning CoPilot Live GPS software is the navigation based services platform of choice for mobile operators, hardware OEMs and systems integrators globally. ALK's PC*MILER routing, mileage and mapping solutions are used by over 22,000 transportation, logistics and manufacturing companies worldwide. For more information on ALK Technologies, visit www.alk.com.

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