



FOR IMMEDIATE RELEASE

CROSS COUNTRY AUTOMOTIVE SERVICES INTRODUCES AUTOMATIC LOCATION SPOTTING

New service offers pinpoint location for emergency towing and roadside services

MEDFORD, MASS., September 13, 2010 – Cross Country Automotive Services (Cross Country), a leading provider of driver and vehicle assistance services in North America, announced today it has implemented Automated Location Spotting™, which provides precise location data of stranded customers requesting roadside assistance – enabling Cross Country to provide motorists with needed help faster and more reliably.

Cross Country has partnered with TechnoCom Corporation™ (TechnoCom), a leading provider of turnkey enterprise location solutions, to enable this valuable service.

Utilizing real-time caller location data obtained automatically from either landline telephones or mobile telephones through the TechnoCom Location Platform™, Automated Location Spotting allows Cross Country to precisely locate the address of a disabled vehicle and immediately convey the location information to the responding emergency service provider, such as a tow truck or other responder.

“Location is the most critical data in a roadside assistance call,” explained Charlie Cavolina, Cross Country senior vice president of Service Delivery. “With Automatic Location Spotting, we have made a significant investment in our proprietary systems to obtain precise location information through one of the most accurate methods available in the marketplace. The new service highlights our commitment to and continuous focus on improving the services we offer our clients and their customers through advanced technology.”

“Cross Country’s innovative leadership in roadside assistance services exemplifies how consumers can be better served by the intelligent delivery of our advanced location services, full privacy controls and extensive platform capabilities,” said TechnoCom President Masoud Motamedi.

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About Cross Country

For nearly 40 years, Cross Country Automotive Services has been a pioneer and thought leader in creating and delivering technology enabled service solutions for the auto and insurance industries.

Cross Country’s innovative, privately labeled customer relationship management programs connect, inform and assist drivers while building brand loyalty. Cross Country leverages emerging technologies, data and application integration, and multi-modal experiences to deepen customer relationships at critical customer touch points. Its customized solutions include accident scene and vehicle release management programs, comprehensive roadside assistance plans and connected vehicle solutions (telematics) through its ATX Group division.

Foreign and domestic automakers with greater than 90% of U.S. domestic sales, as well as more than 30 of the largest automobile insurance carriers utilize Cross Country’s expertise to engage with more than 76 million of their customers. Cross Country Automotive Services is a member of the Cross Country Group, one of the largest privately held providers of customer service programs in North America. For more information, visit www.crosscountry-auto.com.

About TechnoCom

TechnoCom Corporation is a leading provider of products and services that enable enterprises to efficiently deliver location services. TechnoCom location solutions reduce operating and capital costs, deliver superior levels of service, increase productivity and rapidly enable new revenue streams. The company's TechnoCom Location Platform and LocationAssurance Manager® allow efficient implementation of wireless location solutions and empower customers with continuous, automated oversight into location service performance.

Founded in 1995 and privately held, TechnoCom has been selected by Deloitte as one of the 50 fastest growing technology companies in Los Angeles for four consecutive years. TechnoCom's customers include AT&T, Cricket, Cross Country, Openwave, Sprint Nextel, TELUS, T-Mobile, Verizon Wireless, Bell and Telus. For more information about TechnoCom, please visit www.technocom-wireless.com.

Cross Country Contact:

Gary Wallace
Cross Country Automotive Services-ATX Group
Toll-free: 1-800-511-5891

TechnoCom Corporation Contact:

Amy Hawkins
+1 760.438.5115 x176
ahawkins@technocom-wireless.com

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