

Rover Technology Fusions to Display at Distributech 2010 Tampa Convention Center, Booth 2903 and 2905, March 23-25, 2010

(Tampa, FL – March 8, 2010) – Rover Technology Fusions, a Tampa based mobile-data capture, workflow and document management solutions provider, will be an Exhibitor at PennWell’s Distributech 2010, a Utility Transmission and Distribution showcase of products and services hosted at the Tampa Convention Center.

“Rover’s recent success in the IOU space makes this is a great opportunity to showcase our mobile-data capture software,” said Robert Letzeisen, Executive VP & CTO of Rover. “It is exciting to exhibit again at the PennWell event. One of our tag lines ‘Rover INK, It’s Just the “Write” Thing to do!’ seems to match up well with the PennWell name,” Letzeisen mused. “No coincidence here, it is a marketer’s dream when such a combined play on words works out this well to your advantage,” he went on to say.

“Rover INK solutions are quick and easy to implement and ensure a Utility Company that the data being recorded at the service point is being immediately delivered to the enterprise with no opportunity for missed translation. Even with the most prestigious energy providers, data is still often handwritten on paper at the point of service or inspection, only to be typed later into a computer or portable device once the employee arrives back in the service vehicle. Rugged tablets are often locked down in the vehicle and never arrive at the service point, hence the need to rekey what has been written. This is the first opportunity for data error, characters misread or transposed resulting in significant costs or audit issues. Coupled with the fact that every minute saved in data entry in the field can result in another minute of service revenue or compliance inspection, Rover INK can clearly enhance any Utility’s operation. Today with the changes in regulations as published by the Department of Transportation, PHMSA, Rover INK is an excellent way to help ensure timely compliance while delivering significant cost savings and incremental revenue to the Utilities,” Mr. Letzeisen noted.

About Rover Technology Fusions

Tampa, Florida based Rover Technology Fusions (Rover) is a leading full-service technology solutions provider offering a robust portfolio of workflow and mobile-data products to a broad range of customers. Focused on improving operational efficiency through the use of digital writing technology, Rover INK delivers ‘speed on the edge’ of the enterprise resulting in the elimination of costs associated with forms processing.

For more information, please visit www.roverink.com

About Pennwell

PennWell Corporation is a highly diversified, business-to-business media company providing authoritative print and online publications, conferences and exhibitions, research, databases, online exchanges and information products to strategic global markets. For more information about the show, visit <http://www.distributech.com>

For more information about PennWell visit <http://www.pennwell.com>

###

Media Contact: Robert Letzeisen, Executive VP Business Development & CTO
rbl@rovertchfusions.com
813.435.7250
5115 Joanne Kearney Blvd
Tampa, FL 33619