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## Press Release

### Transplant GPS, Inc. & CoPilot<sup>®</sup> Bring Dale Earnhardt Jr. into Your Vehicle New Spotter<sup>™</sup> GPS Navigator Features Personal Directions From NASCAR Sprint Cup Driver

Minneapolis, MN (April 14, 2009) -- Transplant GPS and ALK Technologies, in conjunction with JR Motorsports and NASCAR<sup>®</sup>, today announced the introduction of the **Spotter**<sup>™</sup> GPS Navigator, Dale Jr. Edition, the latest in Global Positioning System products featuring one of the most popular NASCAR Sprint Cup Drivers, Dale Earnhardt Jr.

The **Spotter** GPS Navigator, Dale Jr. Edition will launch with pre-sale opportunities at RightWayGPS.com, Amazon.com, BestBuy.com, NASCAR.com, and ShopJRNation.com on April 14 and be available at retail locations nationwide on May 15.

Powered by ALK's award-winning CoPilot<sup>®</sup> GPS navigation software, the Spotter possesses all of the features standard in a high quality personal navigation device (PND) but sets itself apart from other devices in that it was designed specifically for Dale Earnhardt Jr. and NASCAR fans. The device provides turn-by-turn directions in Dale Jr.'s voice and unique style, including such commands as: "You drive, I'll ride shotgun.", "Hang a left.", and "Park it, we're here." The **Spotter** offers users a selection of vehicles for the GPS pointer, including Dale Jr.'s Amp Energy Car, National Guard car or the Team Hauler. Useful pre-loaded data includes points of interest unique to Dale Jr. and NASCAR, including where Jr. likes to grab a pizza and the NASCAR tracks, plus a Race Shop Tour Route of team garages and shops in the Charlotte, NC areas.

The **Spotter** also includes street name turn-by-turn voice guidance; 4.3" high resolution LCD with anti-glare screen; Sirf Atlas III GPS module with Windows CE operating system; preloaded street maps of the United States (Q4 2008 map data); plus a video player, music player, photo viewing and E-book capabilities.

"The **Spotter** GPS is a unique and innovative and will resonate well with our loyal fan base," said Blake Davidson, managing director for licensed products for NASCAR. "Dale Earnhardt Jr. has such a strong following in our sport and his personal touch on this GPS creates a great connection between the driver and the fan."

For complete details on the **Spotter** GPS Navigator, Dale Jr. Edition, please visit [RightWayGPS.com](http://RightWayGPS.com).

#### About Transplant GPS Inc.:

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](http://www.RightWayGPS.com)). The full line of RightWay branded products range from GPS components to all inclusive personal navigation devices. In addition to GPS, Transplant also develops and produces RFID and GSM products.

**About ALK Technologies:**

ALK Technologies has developed innovative mobile navigation and transportation technology solutions. The Company's award-winning CoPilot Live GPS software is the navigation based services platform of choice for mobile operators, hardware OEMs and systems integrators globally. For more information on ALK Technologies, visit [www.alk.com](http://www.alk.com) or [www.alk.eu.com](http://www.alk.eu.com).

**About JR Motorsports:**

JR Motorsports is the management company and racing operation for Dale Earnhardt Jr., NASCAR's six-time Most Popular Driver and winner of more than 40 NASCAR-sanctioned races. JR Motorsports competes in multiple racing divisions, including the NASCAR Nationwide Series. The Dale Jr. business model has grown well beyond the race track and now includes multiple business ventures. Among those entities is the full-service production company Hammerhead Entertainment ([www.hammerheadent.com](http://www.hammerheadent.com)), DEJ Realty ([www.dejrealty.com](http://www.dejrealty.com)), JR Nation Retail Store ([www.ShopJrNation.com](http://www.ShopJrNation.com)), The Dale Jr. Foundation ([www.thedalejrfoundation.org](http://www.thedalejrfoundation.org)), and Whisky River ([www.whiskyrivercharlotte.com](http://www.whiskyrivercharlotte.com)), the new bar and nightclub located in the uptown Charlotte Epicenter.

**About NASCAR:**

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for one of North America's premier sports. NASCAR is the No. 1 spectator sport – holding 17 of the top 20 highest attended sporting events in the U.S., and is the No. 2 rated regular-season sport on television. NASCAR races are broadcast in more than 150 countries and in 20 different languages. NASCAR fans are the most brand loyal in all of sports, and as a result more Fortune 500 companies participate in NASCAR than any other sport.

NASCAR consists of three national stock car series (the NASCAR Sprint Cup Series, NASCAR Nationwide Series, and NASCAR Camping World Truck Series), the Grand American national series, four regional series, and one local grassroots series, as well as two international series. NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada and Mexico. Based in Daytona Beach (Fla.), NASCAR has offices in New York, Los Angeles, Charlotte (N.C.), Concord (N.C.), Conover (N.C.), Bentonville (Ark.), Mexico City, and Toronto.

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