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For immediate release

## **Micronet partners Telematics entrepreneur to lead European expansion**

Micronet, a world leader in mobile data terminals, has entered into an agreement with Martin Port, founder of Masternaut Europe's largest telematics service provider.

Martin Port will establish a new European headquarters based in Leeds, England, to spearhead the sales of Micronet range of leading edge mobile data terminals. The company will be known as "Micronet Europe" and will cover over 40 European countries.

Micronet has an established customer base supplying world leading telematics service providers. Micronet has recently developed a ground breaking revolutionary range of affordable mobile data terminals that will combine ruggedness, portability, high functionality and ease of operation. Organisations operating in the logistics, field services, public sector, utilities, waste, construction and emergency services sectors would all benefit from using such a device that will transform their businesses.

Rafi Katz, Micronet CEO says: "I am delighted to welcome Martin Port as our European distributor . He has a proven entrepreneurial style that will ensure our future expansion. There are over 30 million commercial vehicles in Europe and we expect to increase our market penetration with a culture that focuses on strong sales, marketing and customer service in the territory. He will develop Micronet Europe with the vision of becoming the market leader in this fast evolving market. Martin is very well placed as he is highly respected, within the industry, for his ability to recognise next generation technology.

Martin Port, Micronet Europe Managing Director says: "I have known Micronet and Rafi for many years. Micronet recently launched in the United States a new range of devices that have attracted enormous success with world class MRM specialists. Micronet has nearly 30 years experience in the design and manufacture of automotive grade mobile data terminals, utilized by top industry leaders such as, Trimble, PeopleNet, XATA, Teletrac, Webtech Wireless and more. We plan to build on that success in Europe. I have many years experience working with operators in all sectors; I am really excited and proud to be able to offer a unique range of technically advanced products that are different to anything that is currently sold in Europe."

### **About Micronet**

Micronet (a publicly quoted company on the Tel Aviv stock exchange) develops, manufactures and markets mobile data terminals and mobile workforce management solutions, designed to facilitate workforce productivity, enable corporate efficiency, and enhance customer service. The company focuses on solutions for fleet and mobile resource management. Micronet's OEM

products are implemented internationally, through a network of technology partners, and are recognized for their ingenuity, competitive pricing and service excellence.

### **About Martin Port**

Martin Port is a Yorkshire (United Kingdom for international use) based entrepreneur who invests and advises innovative technology companies, helping them fuel growth and achieve business success. He founded Masternaut, one of the first European companies to offer software-as-a-service, with its web-based vehicle tracking solutions. He grew Masternaut from a small startup in 2002 to become one of the UK's fastest growing businesses, placing the company in The Sunday Times Tech Track 100 in 2007, 2008 and 2009. His entrepreneurship was recognised in 2008 when he won the prestigious Ernst and Young Entrepreneur of the Year award for Technology and Communications. In November 2009, Martin sold Masternaut to Hub Telecom, a subsidiary of Aeroports de Paris, Europe's second largest airports operator.

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