

TrakLok Corporation wins Service/Retail category of Five Ventures Competition

The TrakLok Corporation of Knoxville, Tennessee won the Service/Retail category at the Five Ventures competition in Charlotte, North Carolina. Five Ventures is a free competition open to any aspiring entrepreneur with an early-stage high-growth business within the Southeast region of the country. Competitors are segmented into one of five sectors: Biotechnology - Pharmaceuticals, Biotechnology-Devices, Information Technology/Software-as-a-Service, Service/Retail and Student/Non-Profit. More than 250 attendees viewed the 15 new startups' presentations at the UNC Charlotte event.

The annual business competition put on by the UNC Charlotte picked winners in the different categories among 16 semifinalists during a day-long event. The winners will divide some \$100,000 in professional services. Startups from three states, Georgia North Carolina and Tennessee, took home first place honors in the annual competition Thursday. Teams will receive one-on-one mentoring and coaching from a network of over 50 volunteer professionals from throughout the region.

Bud Whitmeyer, COO of TrakLok Corporation, presented at the April 9th event at UNC Charlotte's Barnhardt Student Activities Center. TrakLok Corporation was chosen from about 50 applicants as a semifinalist and, later, a finalist. 15 finalists Thursday in UNC-Charlotte's Five Ventures competition, a battle between early-stage businesses across the Southeast for thousands of dollars in coaching - and a chance to get in front of potential investors.

About TrakLok Corporation

TrakLok Corporation has developed and is deploying the *GeoLok*™, a combined container lock and tracking device. Delivered as a complete turnkey solution, the *GeoLok*™ provides security and asset tracking throughout the entire supply chain with road, rail, and marine segments all interacting fluidly throughout the full life-cycle of a container shipment. Using physical security technologies, wireless communications, and sensor networking, the *GeoLok*™ will provide better security and tracking of high value shipments throughout the world.

The *GeoLok*™ provides real-time information about the condition and location of high valuable assets and provides a means of securing entry to the container in order to reduce losses and enables better utilization decisions. The unique innovation of the TrakLok system will initiate a paradigm shift in how intermodal shipping containers are tracked, monitored, utilized and secured. For more information contact:

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