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GUIDEPOINT ADDS CASTRONUOVO AS NY, NJ SALES MANAGER

MADISON HEIGHTS, Michigan – June 15, 2010 – Madison Heights, Michigan – Telematics supplier GuidePoint Systems announced that Ralph V. Castronuovo has joined the company as sales manager for the New York and New Jersey markets.

The Madison Heights, Mich.-based company said Castronuovo will be responsible for developing Guidepoint's business among new vehicle dealerships as well as dealerships and finance companies specializing in pre-owned vehicles. Guidepoint is the #1 ranked stolen vehicle tracking system in North America, as rated by independent researchers, and is sold at more than 2,500 dealerships nationwide.

Prior to joining Guidepoint, Castronuovo was Eastern Regional Account Manager for El-Segundo, Calif.-based National Payment Network, Inc. He brings considerable sales experience in both aftermarket products and automotive financial services, including work with several top-tier dealer groups in New England and the Mid-Atlantic states. Previously, he was a senior account executive at Union, N.J.-based Auto Action Group, Inc.

"We're very pleased to have Ralph join the Guidepoint team," said Rich Zeichner, vice president of sales. "His background in automotive financial services and aftermarket products is a perfect combination for helping dealerships understand the solutions Guidepoint offers, including stolen vehicle, tracking, payment assurance and fleet management. As dealerships look for ways to increase their profitability, Guidepoint offers them a unique solution that is easy to sell, easy to install and easy to administer."

Over the past decade, Guidepoint has established itself as a leader in consumer services for vehicle owners, including stolen vehicle recovery, tracking and convenience services. More recently, Guidepoint has expanded the range of services it offers to include several business-to-business services. Today, Guidepoint offers a complete suite of services to assist car dealership and automotive finance companies enhance their profitability, including payment assurance devices, lot protection, loaner car protection and more. Dealers and finance companies can learn more at www.gpsdealersolutions.com or by calling 1-877-477-3463 for more information.

About GuidePoint Systems: Sold through more than 2,500 new and pre-owned dealerships nationwide, Guidepoint integrates GPS, advanced wireless technology, the Web and 24/7/365 response centers to deliver a variety of services to vehicle owners, dealerships and fleet managers. Rated the #1 stolen vehicle tracking solution in 2007 by international research firm Frost & Sullivan, Guidepoint also offers a variety of driver safety, convenience, fleet management and vehicle tracking services. Consumers can learn more at www.guidepointsystems.com or by calling 1-877-GPS-FIND for more information.

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