

Issue Date: 8 December 2009

Icebox Solutions signs agreement to sell Real Asset Management's Trailer4000 software to the leasing market

Real Asset Management is delighted to announce a new partnership with Icebox Solutions, a company that provides consultancy for the domestic transportation and logistics markets, specialising in process and financial assessment, sales training, product development and rental and lease programs.

Icebox Solutions is well placed as a reseller of Real Asset Management's Trailer4000 solution as it has extensive knowledge and experience of the trailer leasing industry. John Doray, who directs the sales and development of Icebox Solutions, has an accomplished background in operations and sales management and not just in the trailer sector but with most divisions of domestic transportation and distribution. He also has extensive past experience working with RAM's Trailer4000 solution and was a member of the team that contributed to the process design of the product. He will now be involved with RAM in an advisory capacity and as a reseller to the trailer leasing sector.

The design for Trailer4000 is the result of contributions from industry experts, one of the USA's most respected business consulting companies, and internal RAM technical designers. Together with RAM, Icebox Solutions will provide specialist systems to manage the processes that are specific to trailer and asset leasing companies of any size.

"I am excited about the prospect of working with this product", explained Doray. "Having worked closely with Real Asset Management for many years, I know how they can fulfil the requirements of both small and large leasing organisations. With 35 years in the transportation industry and over 10 years in the leasing and supply chain segment, I can help advise companies on how to get the best from Trailer4000 and the best from their process management."

Icebox Solutions will provide detailed market knowledge to ensure that Trailer4000 has the most up to date and industry specific functionality. The consultancy service will also advise

prospective trailer leasing companies on how to utilise RAM's software to cut costs and improve both operational and administrative efficiency.

For more information on Real Asset Management's Trailer4000 solution, please contact visit www.iceboxsolutions.com or www.realassetmgt.com

– ends –

For further details please contact:

Nicola Byers, Marketing Manager, Real Asset Management Plc
Email: nbyers@ramplc.com

Craig Anthony, Sales Manager, Real Asset Management Inc
Tel: +1 415 283 3275 Email: canthony@ramplc.com

John Doray, Icebox Solutions
Tel: +1 845 551 5592 Email: jdoray@iceboxsolutions.com

Notes to editors:

Established in 1981, Real Asset Management plc (RAM) is a leading supplier of fixed asset management, inventory management, maintenance management, asset tracking and logistics management solutions. Its products have been implemented by 3,000 organisations in over 70 countries.

In the logistics sector, RAM offers a 'Total Transport Solution', providing sales, marketing, operations and finance teams with a complete set of tools for managing the processes involved in meeting shipping, intermodal, freight forwarding and leasing contracts.

The company's products currently manage some 1.7 million TEU for both leasing and operating companies in Europe and North America.

RAM's portfolio includes three core products, which can be implemented separately or together:

Trailer4000 manages the business processes associated with trailer leasing, including contracts, rental agreements, billing, fleet control and reporting.

Rental4000 automates the daily operations and long term business activities of tank, reefer, dry freight container, wagon, trailer and other leasing companies.

Monitor4000 is designed to automate business activities, reducing the burden of administrative overheads with a single data source that can be accessed globally by operations staff, fleet control and finance teams.

Repair4000 is designed to reduce overheads associated with the maintenance and repair of tanks, containers and other intermodal equipment.

Issued by:

Real Asset Management Inc
580 California Street
5th Floor
San Francisco
CA 94104
Tel: +1 415 283 3275
Email: solution@realassetmgt.com
Web: www.realassetmgt.com