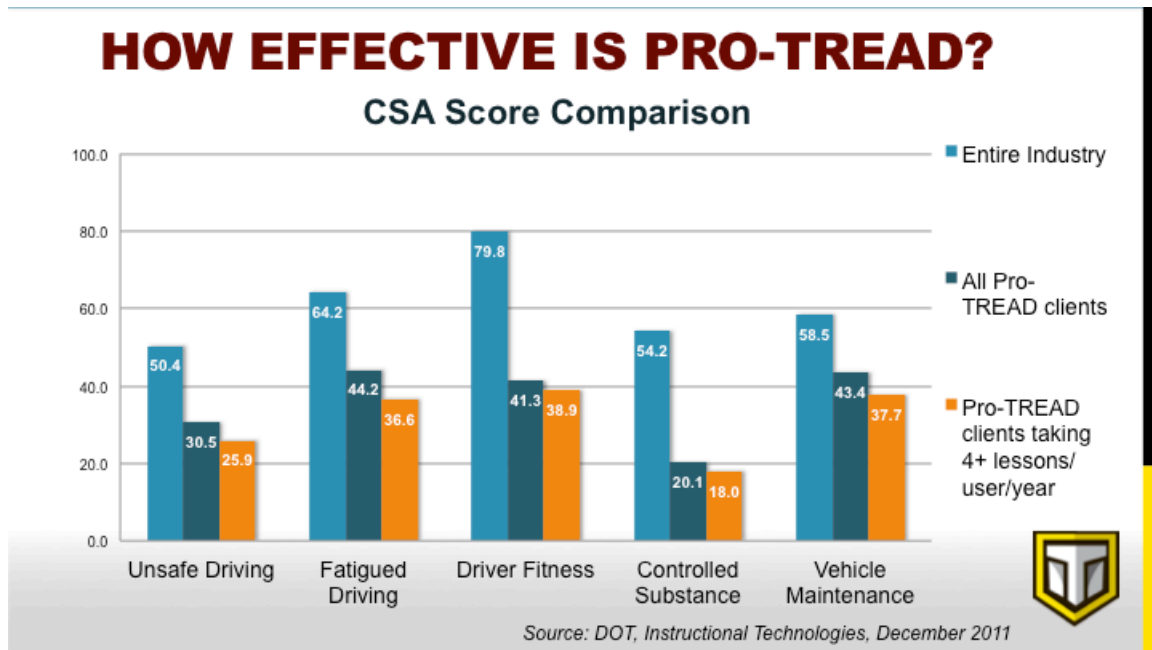


FOR IMMEDIATE RELEASE

Pro-TREAD Clients Average 30 Points Lower in CSA BASIC Scores

*Study shows a correlation between driver training and safety:
4+ Pro-TREAD lessons per driver leads to even safer CSA scores.*

Vancouver, WA – March 14, 2012 — By comparing the CSA scores of Pro-TREAD clients with the average CSA scores in the industry, Instructional Technologies, Inc., the top provider of online driver training, can correlate safety training with lower CSA scores. Moreover, the trend shows that more training lowers fleet CSA scores even further.



"Does Pro-TREAD training *really* makes us safer?"

"Fleets have asked that question for years," said CEO Dr. James Voorhees. "It's a smart question, and we struggled to give a data-driven answer because,



frankly, carriers are reluctant to share information about how much they spend on crashes, injuries, and lawsuits. And while we can share anecdotal information — small and large fleets tell us they've reduced crash costs 20% or more when they start training with Pro-TREAD — it's not the quantifiable answer that savvy clients want. That's frustrating for you and frustrating for us.”

Pro-TREAD Clients are 30 Points Safer

CSA has given the industry a great benchmark to talk about safety. The BASIC scores for a company are open. Are the BASIC scores perfect? The weighting? The ability to dispute violations? No. But they're the common yardstick.

Pro-TREAD clients score, on average, 30 points better on each CSA BASIC than the industry average.

Increased Training Leads to Even Lower CSA Scores

More importantly, there's a positive correlation between the number of lessons taken per driver and a BASIC score. Basically, the more Pro-TREAD training that drivers take, the lower the BASIC scores in their fleet.

All Pro-TREAD Clients	26.4 points better than the industry average
Pro-TREAD Clients taking 4+ lessons/driver/year	29.9 points better than the industry average
Pro-TREAD Clients taking 6+ lessons/driver/year	34.0 points better than the industry average

We looked at our clients taking four or more lessons per driver per year, and they scored lower than our entire client average.

When the number of lessons per driver per year goes up to six, three out of the five BASICs show further drops.

As ITI tracked this data for the past year, we noticed a discrepancy: one area where additional lessons did not lead to lower scores was in the Vehicle Maintenance BASIC. We learned from a partner, Vigillo, that 7 of the top 10 Vehicle Maintenance violations could be solved by a better pre-trip vehicle inspection. So based on the data, ITI added a unique, CSA-specific pre-trip



inspection lesson that went live in January, 2012.

About Instructional Technologies, Inc.

Instructional Technologies, Inc. (ITI) is the No. 1 provider of online safety training to truck drivers and warehouse workers. The Pro-TREAD™ family of products have over 80 different courses available, with new curriculum constantly added and updated to keep up with regulations. Three of the top five logistics companies in the world choose Pro-TREAD™ training, as well many insurers, over-the-road and private fleets including Schneider National, Ryder, US Xpress, FedEx and CVS Pharmacy. More than 4 million lessons have been taken, with an average of about 75,000 drivers being trained every month. More information can be found at <http://www.instructiontech.net/>.

For media inquiries:
Thom Schoenborn
360.576.5976 x.121
thom@instructiontech.net

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