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**For Immediate Release**

**RAIR and ITI Join Forces to Provide Personalized Real-Time Training  
Industry First Ties Key Performance Indicators and CSA BASIC Scores to Specific Training Needs**

Milwaukee, Wisconsin (December 13, 2011) – [RAIR](#), a division of DriveCam and leading provider of web-based safety and compliance solutions, has partnered with [Instructional Technologies, Inc.](#) (ITI) to provide ITI's Pro-TREAD online safety training to DOT-regulated fleets. RAIR is an industry leader in identifying risk by analyzing driver behavior. The new partnership enables customers to address risky behavior by matching specific training lessons to individual drivers based on key performance indicators, including CSA BASIC scores.

“By assigning Pro-TREAD training lessons from within RAIR’s reporting system, users now have the ability to directly link risky driving behavior to appropriate training content, enabling relevant and meaningful interaction with drivers,” commented RAIR CEO, Greg Lofy. “For example, a user of RAIR’s DVIR auditing program can currently identify a driver who routinely fails to perform proper pre-trip inspections on his tanker. With our new partnership, the user will be able to navigate directly from RAIR’s DVIR reports to Pro-TREAD to assign the Tanker Pre-trip Inspection lesson to that driver.”

“RAIR and Instructional Technologies make an excellent alliance,” said Dr. James Voorhees, founder and CEO of Instructional Technologies, Inc. “Both companies provide easy-to-use online services that help carriers operate safely, reduce costs and limit risk. Giving fleets the ability to take immediate, driver-specific action on RAIR’s safety analysis makes our highways safer.”

For more information, visit [www.rair.com](http://www.rair.com) or [www.instructiontech.net](http://www.instructiontech.net).

**About RAIR**

Founded in 2001, RAIR provides web-based safety and compliance services to over 300 truck and bus companies, representing more than 300,000 drivers. RAIR services include paper and electronic (EOBR) driver log auditing, CSA data analysis and management, driver qualification (DQ) file auditing and online DQ files, paper/electronic driver vehicle inspection report (DVIR) auditing and online vehicle files, drug

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testing and more. Because of its expertise in regulatory compliance issues for DOT-regulated fleets, RAIR has fostered long-term relationships with many of the largest and most prestigious fleets in trucking, distribution and transit, including 50% of the “Top 100” carriers in the U.S. and Canada. RAIR is a division of DriveCam, Inc.

DriveCam is a leading provider of safety and driver management services. As proven experts in the science of safe and efficient driving, DriveCam prevents collisions and reduces fuel costs by improving the way people drive. Its solution addresses the causes of poor driving by combining data and video analytics with real-time driver feedback and coaching, resulting in reductions in collision-related costs and fuel consumption in over 170,000 commercial vehicles.

### **About Instructional Technologies, Inc.**

Instructional Technologies, Inc. (ITI) helps reduce injuries and accidents in the transportation and logistics industry by providing safety training through Pro-TREAD. Pro-TREAD trains truck drivers and warehouse employees with more than 70 interactive online and in-cab courses. These self-paced courses cover everything from defensive driving to hazmat regulations, from forklift operations to emergency planning and are accessible online or in-cab. Pro-TREAD also maintains an online database that documents and stores each driver’s training history, a valuable tool for proving compliance and for legal defense. In addition, customers receive a training management system, which allows management to track which employees have taken and completed the training.

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