

## **International Asset Systems Signs Up Four Major Shipping Lines for InterTurn™ Street Turn Service**

OAKLAND, California – April 11, 2007 – International Asset Systems (IAS), the global leader in data-enabled solutions for equipment management and tracking in the container transport industry, has reached agreement with four leading container shipping lines for commercial deployment of the new IAS InterTurn street turn service to match supply and demand for empty containers.

The shipping lines include CMA CGM, Mediterranean Shipping Co, and U.S. Lines. Launched at the Trans-Pacific Maritime Conference in early March, InterTurn reduces ocean carriers' costs for gate fees, storage charges and terminal handling fees. Container fleet sizes can also be reduced through faster equipment turns. The service also helps support initiatives being undertaken by carriers intent on environmentally friendly practices. The shipping lines are using the service in multiple regions across the US, and commercial street turns are beginning this week.

In addition to the benefits for ocean carriers, InterTurn allows trucking companies to avoid hours-long delays at terminal gates, make more revenue-producing runs, use fuel more efficiently and minimize empty vehicle miles. Shippers also benefit from being able to source containers "on the street." For the public, fewer terminal-area truck movements and fewer miles driven on the road translate both to improved traffic conditions and less air pollution.

**About IAS:** [www.interasset.com](http://www.interasset.com) Founded in 1998, International Asset Systems is the global leader in technology-based solutions for equipment management and tracking in the container transport industry. Through innovative management applications and Web-based services, IAS enables participants throughout the transport chain to increase container visibility, improve asset utilization, lower operating costs and improve customer service. IAS offers a management team with extensive experience in the container transportation industry. IAS's operational headquarters are in Oakland, California, with additional offices in Chicago, Illinois; Hong Kong; Aarhus, Denmark; Jaipur, India; Nice, France; and London, UK.

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