VEHICLE MANAGEMENT CORPORATION
AIIA iAWARDS 2005 WINNER
"BEST INDUSTRIAL APPLICATION"

Creators of

enTIRE
INTELLIGENT TYRE AND RIM MANAGMENT SOFTWARE

NEWS RELEASE - 12 March 2010

Eurotire selects Australian software "enTIRE" for its Global Data Collection and Analysis Requirements.

Perth, Australia - Vehicle Management Corporation (VMC) a Perth Software developer announced today that their Tyre Management product **enTIRE** has been selected by Eurotire, an emerging international mining tyre manufacturer, for its global data collection and analysis needs.

Mark Fernie, VMC's Managing Director said "I am delighted that **enTIRE** has been selected by Eurotire as it further expands our global penetration and is a testimony to the power of the **enTIRE** suite of software."

enTIRE is used by large mining groups, transport companies, tyre companies and service providers to collect tyre stock and performance information which is fed back into the tyre manufacturing plants to improve the performance and quality of tyres. enTIRE is also used by large corporate mining groups to centralise data from many mining operations in different countries so that the data can be analysed centrally to improve operational issues that affect tyre life.

"We are the only Tyre Management Software developer that is independent from tyre companies and service providers. Our independence makes our software an attractive option to tyre users. Our users include very large mining groups some with over 100 users online, tracking more than 50 million dollars of tyres each year. In total enTIRE tracks over half a billion dollars of tyres annually at hundreds of sites throughout the world. These figures are rapidly increasing."

"We are looking forward to working with the Eurotire team and their customers to streamline tyre performance dataflow back to the Eurotire factories for product improvement."

enTIRE was recognised as an industry leader when it won the AIIA Financial Reviews award for "Best industrial Software Application in 2005". "The AIIA award gave us worldwide recognition of our technologies and since the awards we have had great success in penetrating the International markets."

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"Our market penetration shows that Australian software companies can produce robust, internationally recognised software technologies as well as earning much needed export income"

Lorenzo Rucchin, the VMC CIO and cofounder of enTIRE, said "We designed enTIRE with corporate clients in mind. The Eurotire implementation includes the powerful Microsoft SQL Database engine, allowing distributed processing, storage of huge volumes of tyre and rim performance information and global Web Access to this data in many different languages."

For additional information regarding the information in this news release contact:

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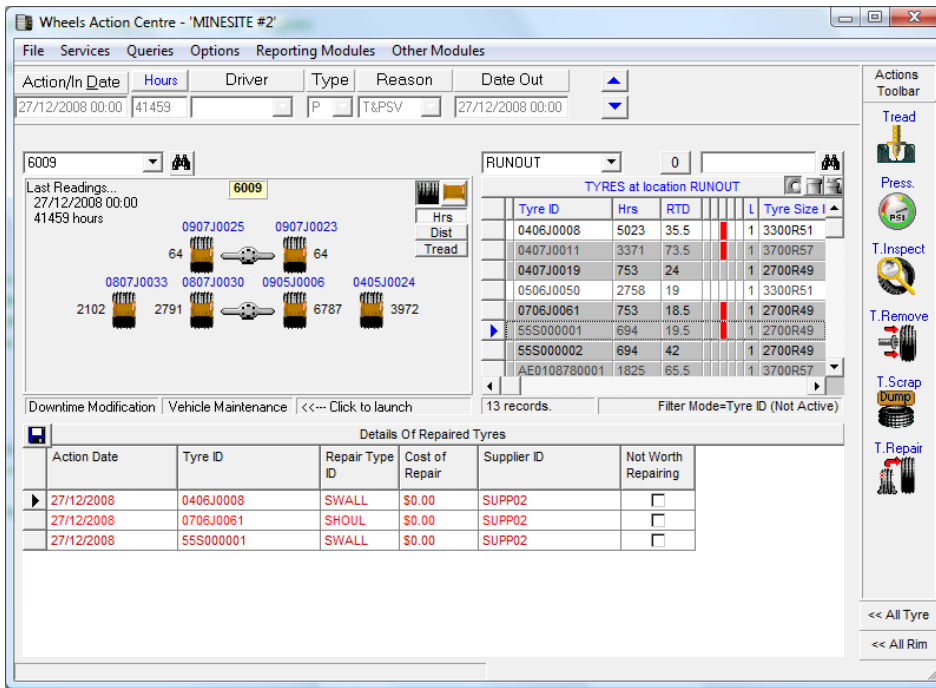
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Figure 1 - Wheels Action Centre

About enTIRE Tyre Management Software and Vehicle Management Corporation
Vehicle Management Corporation develops enTIRE Wheels, a Tyre Management System that is used throughout the world in transport and mining. enTIRE is independent from all tyre companies and service providers and it is a fully multi-user, multi-site system, capable of consolidating data from multiple operations across many countries with hundreds of users online. Visit www.entire.net.au contact Mark Fernie at (618) 93812440 or email mark@enTIRE.net.au.

About Eurotire, Inc.
Eurotire, Inc. is an emerging global leader in the OTR tire industry. Its history spans more than 50 years with its tire products being sold under the Eurotire brand since 2005. Eurotire's customers include the largest mining companies and original mining equipment manufacturers in the world. Eurotire's products are used in the world's most demanding surface mining applications and harshest operating climates. With distribution, service, sales, and logistics teams strategically located on five continents, and with products known for quality and durability, Eurotire is well positioned to support its global customers in reaching their production goals. www.eurotire.net

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