



Corporate Fact Sheet

Overview

Driver's Alert™, a pioneer in the fleet safety and risk reduction industry, was founded in 1989. Our **Smart Risk**™ Program combines an all-in-one, best-in-class driver observation, on-line driver safety training and a real-time driver risk management tool. This winning combination is the reason why over 10,000 companies with over 600,000 vehicles across all industries in North America have chosen Driver's Alert to help them lower their fleet costs by reducing their risk.

Key Facts

- Founded 1989
- Headquartered in Lighthouse Point, FL
- Privately held
- Industry: Fleet safety and risk reduction

Competitive Advantages

- **Money-back guarantee:** 25% reduction in accidents and/or 300% ROI or your program is **FREE**
- Guaranteed 97% call accuracy rate
- Digitally recorded calls and verified report delivered to your PC within minutes
- Unlimited-use library of online, interactive safety training courses for drivers
- Customizable management reports, including individual driver with risk leveling
- Totally customizable program
- Fully-integrated solution
 - ✚ Driver observation and reporting
 - ✚ On-line driver safety training
 - ✚ Driver's Alert **Smart Risk** – real-time driver risk management tool (MVRs, driver observation calls, driver safety training, accidents and, if appropriate, maintenance reports and GPS alerts)



More than twenty years of fleet safety and risk reduction service

Our Company

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Executive Management

John DiPrato, Co-Founder, Chief Executive Officer

Paul C. Milazzo, Co-Founder, Chief Operating Officer

Media Contact

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Improving Safety and Lowering Costs... One Driver at a Time.



What Our Customers Are Saying...

"The partnership with Driver's Alert has provided us with an excellent tool to identify and train our drivers who exhibit at-risk behaviors. I would highly recommend this product to anyone who is looking to reduce liability exposures for their vehicle fleet." **Sandy Brownell, Director of Risk & Loss Control**

"We were reluctant to use Driver's Alert in the beginning because ThyssenKrupp Elevator had already established its own best-in-class call center, including the implementation of our own 'How's My Driving' program. The process of receiving calls and notifying our branches worked well, but to enhance the success of the program we realized we needed to add or refine other elements related to tracking, reporting and driver's safety training.

"We came across Driver's Alert while searching for a driver's safety training program and quickly understood that they had the best program to fit our needs. Since we already had established our own 'How's My Driving' observation and call-reporting program, we initially planned to integrate only the Driver's Alert driver training program with our call center. However, that's when the light went off and we realized we needed more than just someone taking a call. Now when an incoming call is answered, this triggers the start of the Driver's Alert Total Solution™ Crash and Loss Reduction Program. Its unique combination of 1-800 decal-based driver and vehicle monitoring, 100% validated Incident Call Reports with digital recordings of motorist calls, and unlimited use of a library of the best online safety training videos in the industry enables us to accurately predict which drivers are most likely to cause a fleet's next at-fault collision. It also provides supervisors with the tools they need to intervene quickly to address unsafe driving acts before the at-risk driver causes a crash.

"ThyssenKrupp Elevator makes safety a priority, and this 'Success in Safety' mindset bleeds into all aspects of our business. Since we began using Driver's Alert, our efficiency and safety benchmarks have improved, our accidents are down 16 percent, and we have continued to provide our customers with seamless service. The Driver's Alert program has been exceedingly helpful in managing our drivers' safe driving, and I highly recommend it to help reduce at-fault crashes."



Tom Armstrong, Director of Fleet, ThyssenKrupp Elevator

"Through July 2009, the number of Driver's Alert calls is down 45% over the same time period last year. The number of at-fault accidents is down 60% over same time last year and the financial losses have decreased by 42%. Given management's commitment to the program, Driver's Alert delivers results.

"The results speak for themselves; this program is an excellent tool to identify undesirable driving behaviors to provide coaching and specific training to correct these behaviors before they lead to accidents. I would highly recommend this program to anyone who is looking to increase safety awareness and decrease the frequency of vehicle accidents and losses in their vehicle fleet."

**Brian Clark, Senior Specialist EHS&S
Scotts Miracle-Gro Company**

