



Velociti Inc. Selects LaunchIt Public Relations

Transportation and Technology Deployment Experts to Expand Scope of Operation

San Diego, Calif. – January 14, 2005 – LaunchIt Public Relations, a full-service marketing communications agency specializing in transportation technology, has been selected by Kansas City-based Velociti Inc. to handle its public relations needs. Velociti specializes in technology installation and deployment requirements for the transportation, retail and warehousing industries.

“Because we have such extensive networking potential through the wide range of technology vendors that utilize our services,” stated Deryk Powell, vice president of Velociti, “publicity has not been a top priority for our company. The time has come to change that mentality and to expand our reach further into the transportation industry. We chose LaunchIt Public Relations because we feel this agency understands our company and is best suited to meet our publicity goals.”

About Velociti Inc.

Kansas City-based Velociti Inc. was founded in 1989 as a division of Central States Thermo King. The company was created to provide mobile installation and service technicians that perform all aspects of technology deployments for the transportation, retail and warehousing market sectors. Velociti clients include many Fortune 500 companies from wide variety of market segments, including transportation, technology, retail, food service, distribution and manufacturing. Velociti has achieved double-digit sales growth every year since 1995 and now offers service in the U.S., Canada, Mexico, Puerto Rico and Western Europe. For more information visit www.velociti.us or call 913-233-7227.

About LaunchIt Public Relations

Founded in 2000, LaunchIt Public Relations specializes in transportation technology with a focus on the commercial trucking market. Located in San Diego, California and operated by former QUALCOMM employee, Susan Fall, LaunchIt has grown from a public relations-only firm to a full-service marketing firm via the utilization of strategic relationships with other creative agencies, most of which have existing transportation technology experience. For more information see www.launchitpr.com

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