

SuperShuttle introduces "Auto Routing" for Quicker Pick Up and Delivery to most of the nation's largest Airports

Profit Point, MapInfo and SuperShuttle team up to provide the ultimate in Passenger Customer Service

PHOENIX-(December 18, 2007) - SuperShuttle just made getting to and from the airport easier with the introduction of "Auto Routing" a unique system for the delivery of real live people to and from most of the nation's leading airports. Auto Routing is the brainchild of Profit Point, Pitney Bowes MapInfo and SuperShuttle coming together to create a state-of-the-art pick up and delivery system for people that allows for the most efficient routing of SuperShuttle customers yet.

Profit Point, Pitney Bowes MapInfo and SuperShuttle created this programming capability which integrated their individual systems into the centralized dispatch capabilities at SuperShuttle to provide passengers with a quicker and less complex pick up system for SuperShuttle customers nationwide. "Auto Routing" will reduce the pick up times, less time spent on the shared-ride vans for customers and quicker turn around at the airports overall.

Auto Routing can route each drivers entire day's work in less than a minute, whereas it would take a dispatcher anywhere from four to eight hours to accomplish the same task.

"This has been a true team effort," said Mike Hogan, Chief Technology Officer for SuperShuttle International. "The functionality of "Auto Routing" is different than the typical delivery optimization of packages since we're essentially delivering people.

Packages don't mind sitting in the delivery truck and going out of their way a bit.

People, on the other hand, don't like to be on the van too long, go too far out of their way, or backtrack to the airport. This new system actually delivers a whole new "on-time" delivery system for our customers."

"Pitney Bowes MapInfo is delighted to work with SuperShuttle and ProfitPoint to deliver a premier people delivery and pickup system that takes enhanced customer experience to the next level," said Kurt Hasbrouck, vice president and general manager, Location Intelligence, Pitney Bowes MapInfo. "Location intelligence is more than just knowing where your customers are, it's about capitalizing upon that knowledge. With reduced travel times and more on-time pickups, both customers and drivers are both benefiting from this MapInfo-powered application."

"Super Shuttle has been an exemplary leader in applying state-of-the-art optimization to improve the experience of their customers and create more efficiency in their routing" says Dr. Alan Kosansky, President of Profit Point Inc.

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SuperShuttle International, based in Phoenix, AZ is a division of Veolia Transportation On Demand and a subsidiary of Veolia Environment (Euronext: VIE, NYSE: VE). SuperShuttle serves 27 airports, carrying more than eight million passengers a year. Airports served by SuperShuttle include some of the largest in the country including Los Angeles, New York, Dallas/Ft. Worth, Washington, D.C. and Miami. Please go to www.supershuttle.com for more information.

Veolia Transportation, Inc.

Veolia Transportation is the leading provider of passenger ground transportation services on the North American continent, operating bus, rail, taxi, shuttle and para-transit systems in over 120 locations in the US and Canada. Veolia Transportation entered the North American market in 2001 and has quickly expanded to a national presence, with over 16,000 employees and annual revenues approaching \$1 billion.

Profit Point, Inc.

Profit Point is about the "Science of Better," specializing in the improvement of a broad range of complex business processes in several industries. Profit Point's solutions provide immediate benefits using cost-effective technology improvements with [Targeted Software](#) and focused [consulting services](#). Please go to <http://www.profitpt.com/> for more information.

Pitney Bowes MapInfo

Pitney Bowes MapInfo, part of Pitney Bowes Inc. (NYSE:PBI), is the leading global provider of location intelligence solutions, integrating software, data and services to provide greater value from location-based information and drive more insightful decisions for businesses and government organizations around the world. The company's solutions are available in multiple languages through a network of strategic partners and distribution channels in 60 countries. Visit www.mapinfo.com and www.pb.com for more information.

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