

PRESS RELEASE

Contact: Jeff Hummel
Phone: (425) 605-0985
E-Mail: Jeff@rosepointnav.com

FOR IMMEDIATE RELEASE
Aug 24, 2007

Rose Point Announces fleet-wide deployment by American Commercial Lines

Redmond, WA, - August 24, 2007. Rose Point Navigation Systems Announces fleet-wide implementation by ACL of a new electronic charting product, **Rose Point ECS**. The new software is based on the companies successful **Coastal Explorer**, but includes 35 features specifically designed for commercial vessels and inland towing.

ACL began a formal evaluation of various software products in 2005. They envisioned a system that would enable their vessels to travel more river miles per day, increase safety and situational awareness. The evaluation included a lengthy on-the-water trial of leading products. Rose Point did not have an inland towing product., but even without industry specific features, examiners realized that **Coastal Explorer** offered many benefits and was more robust than the others they were testing.

Rose Point worked closely with ACL to create the specifications and inland towing features in the software. Rose Point personnel journeyed on ACL vessels to observe users operating the software in various conditions. The river features were honed using the skills and experience of long time river pilots and captains. The resulting software sets a new standard for reliability and ease of use.

“We have been looking forward to making this announcement and the deployment of the software by ACL”, said Brad Christian, founder and President of Rose Point Navigation Systems. “Some of our competitors have made major announcements and have been unable to deliver; we’ve waited until the software was completed and deployed before introducing the software to the industry.”

Other companies have expressed interest in **Rose Points ECS** software, which have resulted in commitments to purchase. Rose Point plans to implement additional features to address the needs of offshore supply and coastal towing vessels.

For more information on Rose Point Navigation Systems visit www.rosepointnav.com.

For more information on Coastal Explorer visit www.rosepointnav.com.

###