

FOR IMMEDIATE RELEASE**ROAD AMERICA NAMED AS FINALIST IN
2012 AMERICAN BUSINESS AWARDSSM**

10th annual Stevie® Awards will be presented on June 18 in New York City and September 17 in San Francisco

Miami, FL – May 16, 2012 – **Road America** was named a Finalist in the **Information Technology Department of the Year** category in The 2012 American Business Awards, and will ultimately be a Gold, Silver, or Bronze Stevie Award winner in the program.

The American Business Awards are the nation's premier business awards program. All organizations operating in the U.S.A. are eligible to submit nominations – public and private, for-profit and non-profit, large and small.

More than 3,000 nominations from organizations of all sizes and in virtually every industry were submitted this year for consideration in a wide range of categories, including Most Innovative Company of the Year, Management Team of the Year, Best New Product or Service of the Year, Corporate Social Responsibility Program of the Year, and Executive of the Year, among others. **Road America** is nominated in the **IT Department of the Year** category for 2012.

The past year has proved to be an especially busy one for the **Road America IT Department** providing numerous innovative and challenging endeavors. In January of 2011, the Road America IT Department, in collaboration with AT&T, launched a pilot test of LocateMe™, which uses AT&T's Phone Locator Service to pinpoint the addresses where calls originate. Applicable on both land and wireless lines across all major U.S. carriers, including AT&T, Verizon, Sprint, and Metro PCS, and now fully operational, LocateMe™ can locate over 90% of the Road America customer base. In the summer of 2011, AT&T published a case study to highlight the shared success of this project.

“Being a finalist for this award is a wonderful compliment. Our staff has worked tirelessly this past year and this nomination is a testament to their unmatched innovation and dedication.”

Enrique Santos | Director of Information Technologies at Road America

In 2011, following the success of LocateMe, the **Road America IT Department** started developing a wireless roadside assistance application for simultaneous launch across all major smart phone platforms using the same source code. Their IT Department knew an effective app would allow customers to directly request service without contacting call-center agents. Research and development took three months and a very talented team of programmers using a RHODES framework and RUBY programming language, both of which were new to the programming team. Using Rapid Application Development (RAD) techniques the team

developed Drive On™ and, by the fall of 2011, the app became available in web stores for iPhone, Android, and Blackberry.

“I couldn’t be more proud of what our IT Department has accomplished in the past year. Being nominated as a finalist for an ABA Award exemplifies our dedication to extending unparalleled care to each and every one of Road America’s clients.”

Dennis Fantis | President of Road America

Finalists were chosen by more than 140 business professionals nationwide during preliminary judging in April and May. More than 150 members of 10 specialized judging committees will determine Stevie Award placements from among the Finalists during final judging, to take place May 14 - 25.

Details about The American Business Awards and the list of Finalists in all categories are available at www.stevieawards.com/aba.

About Road America

Headquartered in Miami, Florida, Road America is a leading business-to-business provider of roadside assistance solutions, serving customers of client companies with everything from directions and fuel to towing and tire changes. Road America works with a network of service providers to cover a range of vehicles, including automobiles, motorcycles, recreational vehicles and commercial trucks. Founded in 1978, Road America has grown to serve all 50 states, Canada, and Puerto Rico. The company is a wholly owned subsidiary of MAPFRE, a multinational auto insurance and roadside services company.

About the Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.

Sponsors and partners of The 2012 American Business Awards include American Support, Business TalkRadio Network, Callidus Software, Citrix Online, Dynamic Research Corporation, iolo technologies, John Hancock Funds, LifeLock, PetRays, Primus Telecommunications Group, SoftPro, and VerticalResponse.

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