

FOR IMMEDIATE RELEASE**ROAD AMERICA RECEIVES
2012 AMERICAN BUSINESS AWARD**

Miami, FL – October 8, 2012 – **Road America** was awarded the Silver Stevie Award for **Information Technology Department of the Year** in the 2012 American Business Awards.

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, and out of all the entries for **IT Department of the Year, Road America** has gone home a winner.

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 emergency roadside assistance 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.

“On behalf of everyone at Road America, I must say that we are extremely honored to be the recipient of a Silver Stevie Award. Our IT Department works around the clock to provide the most innovative solutions in our industry; and they, like the rest of the Road America team, are dedicated to offering unparalleled support to our clients and their customers.”

Dennis Fantis | President of Road America

In 2011, following the success of LocateMe, the **Road America IT Department** started developing a mobile 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. 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.

Finalists were chosen by more than 140 business professionals nationwide during preliminary judging in April and May. Over 10 specialized judging committees determined Stevie Award placements from among the Finalists during final judging.

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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