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Road Crashes Can Be Prevented

New Book Fuels Passion as it Focuses on America's Driving Culture, What's Gone Wrong and How It Can Be Fixed

SAN DIEGO – April 7, 2008 – Every day someone drives a vehicle – or rides in one – they take their life in their hands. Unfortunately, they actually put their life in other peoples' hands. With nearly 43,000 fatalities each year (in the U.S. alone), we are facing an epidemic that must be stopped.

In response to this daily carnage, DriveCam Inc., a global Driver Risk Management (DRM) company, has released its latest book, *Driving Me Crazy*, by Bruce Moeller, DriveCam President and CEO.

In this heartfelt and insightful journey, Moeller explores our driving culture and what's gone wrong. Automobiles, trucks and buses have become lethal weapons capable of causing mass destruction on a daily basis. What can we do to improve the situation? Moeller argues that it's not the vehicle's fault, but rather, the driver's.

With humor, pathos and personal reflection, Moeller provides an insight that few can. As CEO of a company that sees risky driving in commercial fleets and automobile drivers daily—and then provides programs to improve it—he's at the forefront of this human epidemic.

This collection of observations, reflections, stories and commentary will fuel readers' passion to do what they can to make our roads safer. They'll finish this anthology wanting to read more, hear more and learn more – which they can do by visiting www.DrivingMeCrazyStories.com where they can read other stories, share their own and get involved in helping to make a difference.

Title: Driving Me Crazy

Author: Bruce Moeller

ISBN: 978-0-9815568-0-2

Page Count: 166

Publication Date: April 7, 2008

Price: \$24.95 US/ \$33.95 Can

About the Author

Bruce Moeller is president and CEO of DriveCam Inc., a global Driver Risk Management company that saves lives by improving the way people drive. DriveCam has reduced commercial and government fleet insurance costs by more than half. In addition, DriveCam has been proven to reduce risky driving in teens by 70 percent.

As an entrepreneurial leader, Moeller brings over twenty-five years of experience to DriveCam, where he is the primary driver of DriveCam's focus on improving risky driving behavior through proactive recording, analysis, and continuous feedback on actual driving events. His

entrepreneurial skills and leadership have been recognized through many awards, including Ernst & Young's San Diego Entrepreneur of the Year Award.

Bruce previously served as president and CEO of CultureWorx, a web-based performance feedback software system sold to Fortune 500 companies for employee behavior modification. His experience also includes serving as president and CEO of Kurta and president of the Bell & Howell Company's Information Management Products Group. Moeller is the author of *Oh Behave!* a book about reinforcing successful behaviors to build cultures and improve productivity within businesses.

Moeller has spoken at major industry conferences and has appeared on the Today Show, CBS Evening News, Good Morning America and CNN.

About DriveCam Inc.

DriveCam is a global Driver Risk Management company that reduces claims costs and saves lives by improving the way people drive. By combining sight and sound, expert analysis and driver coaching, DriveCam has reduced vehicle damages, workers' compensation and personal injury costs by more than 50 percent in over 80,000 commercial and government vehicles. DriveCam has the world's largest repository of events reflecting actual risky driving behaviors. In 2007, *Inc.* magazine included DriveCam on its list of the 500 fastest-growing, privately held companies in the U.S. for the third consecutive year. For more information, visit www.drivecam.com.