



FOR IMMEDIATE RELEASE

IVS, Inc. – AngelTrax announces addition of Rob French as Creative Director

NEWTON, Ala. – February 18, 2015 — IVS, Inc. – AngelTrax, a leading supplier of in-vehicle video surveillance technology, today announces that Rob French, a 31-year veteran of marketing and advertising, has joined the AngelTrax family as creative director, heading up the company’s in-house marketing department.

French, a graduate of Auburn University and Enterprise High School, is returning to the Wiregrass region of Alabama after many years in other markets, most recently in Keene, New Hampshire, where he served as art director for Communicators Group, Inc., advertising agency, whose clients include Crane’s Paper Co., Northway Bank, Markem-Imaje and Velcro USA. French has also shared his creative talents with a broad base of national clients such as Krispy Kreme Doughnuts, Planters/LifeSavers and Wachovia Bank.

“We are pleased to have someone of Rob’s caliber heading up our marketing department,” said Richie Howard, president of AngelTrax. “He brings a solid track record, diverse creative and marketing background and innovative ideas to our in-house marketing team. As the AngelTrax brand continues to grow, and with the launch of the VizuCop brand, Rob will bring a fresh approach to helping us continue to expand the brand recognition of both.”

As creative director, French will be responsible for overseeing continued development for the AngelTrax and VizuCop brands and providing a fresh look to all AngelTrax and VizuCop marketing materials. He will also mentor and lead the department in developing new materials, expanding further into social and traditional media outreach, and exploring new marketing and community outreach opportunities.

“It was a blessing to find an opportunity to utilize my career experience in advertising and to return to this area to live near family and lifelong friends,” French said. “I look forward to the challenges of continuing to establish and promote two strong brands – AngelTrax and VizuCop.”

About AngelTrax:

AngelTrax is a leading designer, manufacturer and provider of in-vehicle mobile surveillance for the student transit, mass transit, waste management, law enforcement and rail industries. AngelTrax drives the market with state-of-the-art products, including patented Hybrid Component™ DVR and Virtual Synchronized Mapping™ technologies. Coupled with top of the line high-definition cameras and cutting-edge, real-time live view and tracking solutions, AngelTrax develops products for every mobile surveillance need. For additional company information, call 1-800-673-1788 or visit www.angeltrax.com.

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