

## **FOR IMMEDIATE RELEASE**

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### **New Frequency Partners with Wildlife Control Supplies for Distribution of Version 4.0 of the Trap-Alert™ Device**

Cumming, GA, July 06, 2011 – New Frequency, Inc., a developer and operator of electronics and web-based telemetry data monitoring and management solutions, today announced that it has entered into an agreement with Wildlife Control Supplies (WCS) for distribution of Version 4.0 of the Trap-Alert™ device. WCS is a nationally recognized leader in the distribution of equipment and supplies to wildlife control specialists.

Version 4.0 of the Trap-Alert™ device adds many sought after features to an already indispensable tool for an industry needing reliable status information from many remote locations at once: a weatherproof enclosure is now a standard offering, including a new UV A/B resistant case that will not crack or breakdown under extreme exposure to sunlight as well as rubber gaskets that keep moisture out; and enhanced GPS signaling allowing for greater accuracy in locating equipment, even in areas previously prone to blocking GPS signaling, such as indoors. With the Trap-Alert™ system, multiple traps can be monitored at one location with a single Trap-Alert™ device, which not only signals whenever a trap is activated or closed but also checks in on a regular schedule with updated battery status, signal strength, and physical trap status. Coupled with the best online routing and dispatch software in the industry, the complete Trap-Alert™ system keeps wildlife control specialists in touch and informed about their customers at all times.

“In this day of high prices for gasoline and expensive service vehicle maintenance, the Trap-Alert™ system easily pays for itself in a short period of time and quickly increases profitability for any wildlife control specialist”, said Todd Moran, New Frequency CEO. Mr. Moran goes on to say, “Partnering with WCS will open opportunities for more wildlife specialists to employ a product that will save them time and money. Alan Huot, owner of WCS, has decades of experience in this industry, and is trusted by the many customers he serves to provide only the best products. With Alan’s endorsement of this latest version of the Trap-Alert™ system, many WCS customers are sure to race ahead of their competition in efficiency, best practices, conservation efforts, and profitability.”

#### **About New Frequency**

New Frequency, founded in 2006 and headquartered in Cumming, GA, is a developer of software, devices, and complete systems that collect data in real time from remote assets and aggregate such data into useable and actionable information accessible over the web. New Frequency’s expertise and systems include telemetry data monitoring and management tools, high availability hosting, large data storage, custom reporting and alarming, and web-based software-as-a-service. New Frequency’s web-based solutions are used in monitoring and managing power, water, gas, and steam as well as equipment status, including location, operation, doors and hatches. Their systems can be employed in gathering and managing nearly any measurement of any asset. For more information, visit [www.NewFrequency.com](http://www.NewFrequency.com).