

## **FOR IMMEDIATE RELEASE**

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### **Georgia Department of Natural Resources Issues Law Enforcement Policy Change, Allows the Trap-Alert™ System to Replace Daily Visual Inspections**

Cumming, GA, December 2, 2011 – New Frequency, Inc., a developer and operator of electronics and web-enabled real time data collection, monitoring and management solutions announced today that the Georgia Department of Natural Resources (GA DNR) has issued an official statement approving the use of New Frequency’s Trap-Alert™ system by wildlife control professionals.

The Policy stated the following: “The purpose of this interpretation is to allow the use of the New Frequency wireless monitoring Trap-Alert. When in proper working condition the New Frequency Trap-Alert™ system meets the requirement of inspecting traps every 24 hours under OCGA 27-3-63 (a)(3). If the device fails to report daily then the trapper must physically inspect the trap to meet this requirement.”

The GA DNR has only recognized the Trap-Alert™ system as a replacement for visual inspection based on its daily status check in methodology, an industry stand out for this type of product.

Trap-Alert™ is a combination of hardware, software, GPS and wireless technologies that enables wildlife control professionals to actively monitor the status and location of multiple animal traps through a web-based application. The Trap-Alert™ system, which includes the Trap-Alert™ web application, significantly increases the efficiency of managing a large number of traps. The need for field personnel to visit sites solely for the purpose of daily trap inspection is eliminated, saving both time and fuel costs as well as increasing customer satisfaction. Coupled with the best online routing and dispatch software in the industry, the complete Trap-Alert™ system provides a phenomenal return on investment and keeps wildlife control professionals in touch and informed about their customers at all times.

“We are pleased that the GA DNR took the lead in making an official change to their enforcement code to allow GA wildlife control businesses to use our Trap-Alert™ system,” stated Todd Moran, New Frequency CEO. “We expect other states to take similar actions to provide further comfort to wildlife control professionals encouraging the use of the Trap-Alert™ system in their day-to-day operations as a cost-effective, high return, and humane trapping solution.”

#### **About New Frequency**

NewFrequency, founded in 2008 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. NewFrequency’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. NewFrequency’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) .