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**10East Corp. Announces the General Availability of
Railroad Automated Equipment Identification Services**

Jacksonville, FL—October 24, 2005—After more than a year of development and testing on a small base of customers, 10East Corp. announced today that it is making its Automated Equipment Identification (AEI) services available to the general railroad market. These services include AEI Front End Processor services for both train consist and maintenance messages, with instant dispatching of those messages to an unlimited number of customer designates, with dispatch rules that can be as fine-grained as to apply only to an individual AEI site, or as broad as a customer's entire fleet of sites (even spanning multiple railroads).

10East has established, and is also announcing today, a strategic relationship with Application Technology By Design (ATBD), of Omaha, NE, that complements and enhances these new services. The AEI subsystem of 10East's RailDOCS® now applies sophisticated diagnostic logic to AEI messages received, and provides unmatched metrics for automated monitoring of AEI site health.

Mr. Andrew Friend, President of ATBD, Inc., said, "We see exciting opportunities for these new services. In the short-haul market, and as larger roads divest themselves of less profitable lines (due to their higher overheads), there is a need to maintain existing AEI infrastructure or to improve it. There is also a move by many rail customers to install their own AEI sites, to benefit from the increased efficiencies that can be realized."

"What is unique about this venture is our ability to provide world-class AEI host functionality as a service, and at very affordable prices, well within the reach of smaller carriers. Together with ATBD, we can provide end-to-end solutions that span from consulting, engineering, and installation, all the way through the handling of AEI data from the sites themselves, plus monitoring the sites to insure that issues are detected and fixed quickly. ATBD can even provide the repair and maintenance as a service, increasing the overall value to our mutual customers.", said Mr. Lester Hightower, CTO of 10East Corp.

Mike Wilson, VP of 10East Corp. said, "Andy Friend has been in the middle of AEI since the very inception of the technology. For helping our customers create, enhance, and/or maintain their AEI infrastructures, what better company is there to partner with than the one Andy founded?"

About 10East Corp.

10East Corp. pioneered application service (ASP) and business process outsourcing (BPO) of world class business management solutions to the North American rail market. Used by thousands of workers, RailDOCS® (Railway Daily Operations Control Systems) and the RailDOCS Mobile Business Platform® empower workers and management with tools that drive and manage business processes from the office, all the way out to the ballast line employee. 10East customers include the rail giants BNSF Railway Company, CSX Transportation, and Union Pacific Railroad, as well as a number of other railroads.

About ATBD

Today there are over 2500 mainline AEI sites in North America and the technology has been implemented world wide. Application Technology By Design (ATBD Inc.) employees have been involved in every aspect of AEI development since 1990. Their range of experience extends from the successful tagging of equipment to data standardization and AAR representation. From this wealth of experience, ATBD offers American short line railroads, and their railroad customers, a broad array of Automatic Equipment Identification products and services.