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uDrove® Named the Title Sponsor of uDrove® Humanitarian Bowl Game *Humanitarian Bowl Game to Highlight the Trucking Industry*

NEW PLYMOUTH, Idaho – May 25, 2010 – uDrove® LLC, providing innovative mobile transportation solutions, announced that it is the new title sponsor of the Humanitarian Bowl Game. Roady's, the former title sponsor, and uDrove are affiliate companies and part of the broader Internet Truckstop group of companies which service the trucking industry.

The uDrove Humanitarian Bowl game will help launch the 2010 college football bowl season with a 5:30 p.m. ET (3:30 p.m. MT) kickoff on ESPN December 18. The game is set for the opening day of bowl season 2010 and will be the first under a new four-year relationship matching top contenders from the Western Athletic Conference and the Mid-American Conference.

"We are excited to be part of the Humanitarian Bowl this year and hopefully for many years to come," said Joel McGinley, president of uDrove LLC. "What we like about the Humanitarian Bowl, is that it is a local event with a national audience – very much like uDrove, which is a local Idaho company but has a national customer base."

The uDrove Humanitarian Bowl is the first bowl game in the United States to have humanity in its brand. The Bowl recognizes the positive impact teams, coaches and student-athletes have in their communities and their leadership roles in promoting humanitarian efforts. In addition, the uDrove Humanitarian Bowl game also provides an opportunity to showcase the trucking industry and recognize the humanitarian efforts within the industry, such as the Truckload Carriers Association (TCA) Highway Angel award.

uDrove is a business and compliance management tool for the long-haul trucking industry. It harnesses the power, accessibility and portability of a smart phone to replace piles of in-cab paperwork with a simple, easy to use phone application. uDrove is compatible with iPhone and Android smart phones. BlackBerry support is coming soon.

uDrove enables drivers to keep a log, track mileage for tax purposes, record fuel and business expenses and even complete and electronically submit driver's vehicle inspection reports and proof of delivery documents. It also provides fleets and shippers with real-time load tracking from pick-up to delivery without the cost of expensive satellite systems.

About uDrove

uDrove LLC is an affiliate company to the Internet Truckstop®, the first and largest freight matching service on the web. uDrove was created in 2009, expanding upon Internet Truckstop's vision of providing innovative and reasonably priced services for the transportation industry. For more information about uDrove, visit: www.uDrove.com or call 888-983-7683.

Additional Information

For more information about the uDrove Humanitarian Bowl, visit: www.humanitarianbowl.org.

To learn more about the TCA's Highway Angel program or to nominate a truck driver, visit www.truckload.org/Highway-Angel.