



Decisiv Expands Fleet Focus With New Business Development Effort

Derek Messulam joins the company's senior management team

Fleet, dealer and service location use of its Service Management Platform grows

Glen Allen, Virginia – September 3, 2008 – Decisiv, Inc., the provider of an advanced web-based technology designed to enable more informed and timely decisions critical to maintaining commercial vehicles, today announced that Derek Messulam, a member of the Decisiv Board of Advisors, has joined its team as Senior Vice President. In his new role he will lead the company's efforts to accelerate the already expanding use of its unique Service Management Platform by fleets, service providers and OE truck manufacturers and component suppliers.

“The Decisiv Service Management Platform, currently in use by about one third of the OE dealer community, has recently expanded its feature set to address the needs of small to large fleets,” stated Dick Hyatt, president of Decisiv. “Derek Messulam has been helping guide our growth as a member of our Board of Advisors for the past 12 months. Using his knowledge and experience in this industry, he will build a business development team tasked with continuing the expansion of our dealer and distributor service network and work with fleet operators to bring them onto the platform. We have every confidence that he has the expertise and energy to lead this effort.”

Messulam's most recent position was at GE Capital Solutions, where as Vice President of Market Development he was responsible for growing GE's fleet services footprint within the major car rental and truck services markets. He now brings more than 15 years of business development experience to Decisiv in industries ranging from transportation to communications and media. Prior to joining GE, he served at British Telecom PLC, Telcordia Technologies (acquired by SAIC) in various senior management roles.

“Decisiv has invested seven years in the development of the Decisiv Service Management Platform and has built a strong base of end-users,” Messulam said. “It is now time to reach out to a broader base of partners and end users, including fleets, and expand our information sources. Our business development team will work closely with a growing list of Transportation Fleets, and Truck, Component, Trailer, Tire and Upfitter manufacturers so they can benefit from real time in-context parts and service information delivery, and communication with their customers during the service transaction, to improve repair quality, reduce downtime and more effectively address warranty and policy decision making. This is a technology with proven value and I am looking forward to helping the company realize its growth objectives.”

The Decisiv Service Management Platform provides a bridge for Class 2 through 8 OE Truck and Component manufacturers to unlock their valuable service and parts information and deliver it to where it is needed most—at the point of service. Decisiv's fleet specific functionality delivers reductions in vehicle downtime, makes cost management more effective and improves repair quality.

About Decisiv, Inc.

The Decisiv Service Management Platform is revolutionizing the way North American Medium- and Heavy-Duty Trucks are serviced and maintained, and benefiting Transportation Fleets, Dealer and Service Locations and OE Truck and Component Manufacturers. Founded in 2001 and based in Glen Allen, VA, Decisiv designed its platform to dramatically increase the efficiency of the service initiation and fulfillment process. Decisiv pulls together historically separate silos of information through its use of advanced technology and unparalleled access to critical service information from source providers. The platform provides improved vehicle uptime, lower operating costs, and enhanced business processes and customer satisfaction. For more information, visit www.decisiv.com.

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