



September 24, 2008

My name is Kirk Shore and I am the Director of IT for the Chattanooga Area Regional Transportation Authority.

In 2005 we began an ambitious project to build a Ticket Vending Machine for CARTA that was not in existence. CARTA owns the Lookout Mountain Incline Railway, the worlds steepest passenger railway at 72.7% grade at the top. The Incline has many visitors year round and grosses over 2 million dollars a year. Needless to say a run of the mill kiosk was not going to meet our business needs. Fare Logistics responded to our needs with new and innovative designs as well as an easy to use GUI (graphical user interface) for our customers. In early 2006 we installed 5 TVMs at the Incline Railway. These machines were immediately put to the test during the first peak tourist season in early summer. Not only would the machines have to print more than 3000 tickets daily, they would have to survive humidity over 98% and ambient temperatures over 100 degrees.

Like anything new we and Fare Logistics found new ways to innovate after the initial launch. When challenges appeared Fare Logistics met them quickly and professionally. Fare Logistics was truly our partner in meeting our business needs. We were always able to address issues as a team. We always felt that Fare Logistics prioritized our needs before it's own needs. The best example of this is one of the suppliers that provided the original air-conditioning for the TVMs internal electronic components did not perform in our environment, it simply could not deal with the humidity. Fare Logistics at their own expense retrofitted our TVMs with new air conditioning systems that would perform in our environment and meet our needs. This retrofit cost Fare Logistics tens of thousands of dollars.

Over the years our relationship with Fare Logistics continues to represent partnership, honesty, integrity, professionalism, and innovative solutions for our business. It is my pleasure to offer an unqualified recommendation to Fare Logistics as one of our valued partners and solution providers.

Respectfully,
Kirk Shore