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## For Immediate Release

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### Driving Technology Systems, Inc. Announces New Website and Product Lines

**November 16, 2004 – Pottsville, PA** – Driving Technology Systems, Inc. announced today that it launched a new website design for its company's services and products – [www.drivingtechnologysystems.com](http://www.drivingtechnologysystems.com). The site now features many of the company's new Age Verification Products, as well as their Ignition Interlock Devices and the PBT Device, the Alcotector®.

"We decided to focus our efforts on our website to reach a larger audience," Explained Michael Rader, President of Driving Technology Systems, Inc. "Entering this new market of Age Verification products and services is very exciting and what better way to introduce them, than with our newly redesigned website."

The site features two unique Frequently Ask The Questions areas that pertain to the company's two flagship products, Determinator™, an ignition interlock device and Alcotector®, the company's preliminary breath testing device. The website also features various DUI resources that visitors can access and gives information about other products such as the company's new line of Reflective Traffic Control Devices.

The new design was created by CrossRoads Multi-Media of Pottsville, PA and was designed to draw focus towards the company's unique products and services. "It's a very rewarding process to see our clients utilize their websites in marketing their products and services, such as Driving Technology Systems has," remarked CrossRoads Multi-Media's president Liana Evans.

Along with expanding its website offerings, DTS, Inc. has also expanded its office space in the Pottsville-Schuylkill Technology Incubator by moving to the 3<sup>rd</sup> floor of the building. The new space now allows for product storage and equipment maintenance, as well as additional staffing.

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#### **About Driving Technology Systems, Inc.**

Driving Technology Systems was incorporated in February of 2004 with a commitment to protect our communities, and to provide excellent delivery and service of an ignition interlock program. Although the Determinator™ is the hardware of our business we believe unprecedented service to all involved is far more important. We provide service to three distinct, yet equally important customers. First is the end-user of our product. Second is our dealers who install, monitor and maintenance our device. Third is the court and state authorities who mandate use of the ignition interlock device, and monitors the user through interaction with Driving Technology Systems. For more information about DTS, call 570-622-4421 or visit [www.drivingtechnologysystems.com](http://www.drivingtechnologysystems.com).

#### **About CrossRoads Multi-Media**

CrossRoads Multi-Media is a new company located in the Pottsville Schuylkill Technology Incubator, in Pottsville. The focus on their business and services centers on combining technology and marketing. Search engine optimization, 1 minute business cards, website creation and technical consulting are just a few of the services that CrossRoads Multi-Media specializes in. For more information about CrossRoads Multi-Media, please contact Liana Evans at 570-590-5763 or visit [www.crossroadsmultimedia.com](http://www.crossroadsmultimedia.com).