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**i-TRAK NOW PROVIDES ALL-IN-ONE PROTECTION FOR WORK, TRAVEL
AND PLAY**

i-TRAK launches 'Travel Pack' – a powerful combination of luggage and personal possession tracking systems – in a drive to provide a cost effective way of reuniting valuable lost property with its rightful owners

Building on the success of i-TRAK's separate luggage and personal possession tracking systems, the company today announces the launch of the combined i-TRAK 'Travel Pack,' which will provide customers with total protection for all their personal items when leaving the house, whether for work, travel or leisure.

The new combined Travel Pack will cost £14.99 for an annual pack of two luggage, and seven personal possession identification labels, and is available now online at www.i-TRAK.com.

As well as providing a saving of £3.95 on buying the two tracking systems separately, the combined i-TRAK Travel Pack is now the most cost effective and efficient solution currently available to help reduce the inconvenience of lost property and luggage.

Adam Dalby, managing director of Ilutra Systems and co-developer of i-TRAK commented: "130,000 items were handed into Transport for London's lost property office between April 2003 and March 2004, with an estimated replacement value of over £7 million, so we know demand is huge for the type of solution that i-TRAK provides. We believe consumers will find the Travel Pack to be the ideal answer to the safeguarding their valuable possessions."

White, Marketing Manager at tech air, the leading laptop carry case manufacturer adds: "We already offer our customers additional peace of mind by building i-TRAK Smart Tags into our cases. The new travel pack option is, in our opinion, the perfect solution to protect travellers' possessions on the move, and provide stress-free travel.

As soon as i-TRAK has a report that the item has been found, the system will automatically notify the user via an SMS text message to their mobile phone. In turn, the finder's message will be forwarded to the i-TRAK user's registered email addresses and, once this has happened, the owner can contact the finder directly to get their lost property returned.

In addition, customers who opt for the Platinum i-TRAK service will receive a phone call from the i-TRAK customer service team notifying them in person (or a designated alternative contact) on the whereabouts of their lost property.

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