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FOR IMMEDIATE RELEASE

PEER-TO-PEER VEHICLE SHARING COMPANY JustShareIt LAUNCHES WITH RIDELINK  
The Superior Security of JustShareIt™ gives consumers the safest option for Peer-to-Peer  
Vehicle Sharing

Vehicle sharing startup JustShareIt™ launched today with a signature, self-developed technology called RideLink™. RideLink, a new in-vehicle technology, facilitates seamless vehicle sharing and offers the industry's most advanced security. It also establishes JustShareIt as *the only completely keyless vehicle sharing marketplace*. JustShareIt not only makes it easy to earn money from your idle vehicle, but also RideLink bolsters security for members' cars, boats, motorcycles and other vehicles.

Peer-to-peer (p2p) car sharing is on the rise for a number of reasons:

- in a down economy fewer people want to own cars, but would still like access to them.
- people who own cars want to earn extra cash to cover the costs.
- p2p companies build community and connect people to their neighbors.

JustShareIt takes car sharing one step further by going beyond cars to include boats, motorcycles, RVs, ATVs and personal watercraft.

RideLink is compatible with almost any vehicle with an engine. Once installed, the technology enables keyless entry for Borrowers with reservations via a mobile app available for iPhone, iPad, Android and Blackberry (coming soon). RideLink also features:

- **Remote Start:** No key needed to start a vehicle.
- **GPS:** Map routes and identify a vehicle's location.
- **Accelerometer:** Monitor how drivers are handling a vehicle.
- **Personal Concierge Service:** Drivers can speak with a Call Center agent to help them find the closest gas station, tell them the best route to a destination or to help them order takeout.
- **Geo-Fencing:** Sharers can create an approved boundary for Borrowers renting their vehicles.
- **Immobilization:** Working with law enforcement, a vehicle can be located and immobilized in the event of theft.

"We are embracing the sharing economy in a big way with the official launch of JustShareIt, we can't wait to help people conveniently and securely access a variety of vehicles and adventures," says Gaurav Kohli, Founder and CEO of JustShareIt.

JustShareIt's launch is focused on the San Francisco Bay Area but the company plans to quickly expand to other parts of California and Oregon, where p2p car sharing will become legal in 2012. However, through JustShareIt, people in states where p2p car sharing is not yet legal can now start sharing vehicles and vessels other than cars, including boats, scooters, RVs, ATVs and personal watercraft.

For more information please visit [www.justshareit.com](http://www.justshareit.com)



Borrow your neighbor's ride

JustShareIt is the secure person-to-person vehicle sharing marketplace that provides the insurance, technology and platform to help people securely rent their underutilized vehicles and vessels such as cars, boats and more among a trusted community of members.

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