

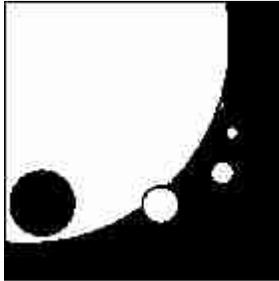


CEOCFO

Interviews & News!

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What Sets SARS Apart Is The Ability To Bring All Of The Various Types Of Technologies For Tracking An Asset Into One Display For Multiple Customers On A Global Basis



**Technology - Telematics
(SARO-OTC: BB)**

SARS Corp.

**19119 North Creek Parkway, Suite 201
Bothell, WA 98012
Phone: 866-276-7277**



**Clayton Shelver
Chief Executive Officer**

BIO:

Clayton Shelver, an expert in information technology and remote data communications, holds more than 18 years experience in the marine transportation industry. Prior to SARS, Shelver served as Vice President and Assistant General Manager at Yukon Fuel Company (now part of Crowley Marine Services), where

he was responsible for IT systems, mergers and acquisitions and the development of a tracking system for equipment, inventory and freight status. Prior to Yukon Fuel, Shelver was the IT Manager for Yutana Barge Lines in Alaska. In this role he reengineered the billing systems and designed and implemented the current IT infrastructure that included a 15-node WAN throughout the state and abroad. Shelver also assisted in writing the first state approved spill prevention and contingency plan, as well as the spill prevention plans for a major carrier on the Columbia River. Shelver received a B.A. and M.B.A. from the University of Washington and graduated from the U.S. Army Signal School Officer Basic Course, serving as Commanding Officer for FEMA's Region X Communication Detachment. His licenses and certificates include FAA multi-engine pilot's license, USCG tankerman's license, DOT Class A drivers license with tanker endorsement and Microsoft Certified Systems Engineer.

Company Profile:

SARS Corp. provides remote asset management and telematics solutions that deliver critical business intelligence about fixed and mobile assets anywhere in the world. With the Intelitrax software suite, business and government organizations in the marine, energy, transportation and other industries can track, monitor and manage assets for improved safety, better security and increased business efficiency.

**Interview conducted by:
Lynn Fosse, Senior Editor**

CEOCFO: Mr. Shelver, what is your vision for SARS?

Mr. Shelver: "Our vision for SARS is to be the premiere company that provides tracking services around the world for supply chain logistics as well as maritime and intermodal companies."

CEOCFO: What services are you providing and who is using them?

Mr. Shelver: "We track assets around the world for a lot of the major Fortune 500 companies as well as small tug and barge operators. We have about 60% of our sales outside of the United States. We provide services mainly in the transportation market tracking assets, providing ship security alarms for vessels on the high seas, as well as pushing data to other logistics companies so they can keep track of where containers or shipments are."

CEOCFO: How is the tracking done?

Mr. Shelver: "We have a piece of hardware that is physically on the device, the asset that we are trying to keep track of, and use GPS technology to figure out where it is located. It transmits that data over another carrier such as a cellular or satellite system to us, we process that and display it or then push that data in a common format to a supply company."

CEOCFO: Who are your target customers and what kinds of assets are being protected?

Mr. Shelver: "We track mostly high value assets such as ships because there is an act of piracy about every three days around the world. We provide silent ship alarm systems in case there is an act of piracy on a vessel, they can push a button and it notifies us. We then notify the Coast Guard or the appropriate flag/state government that the ship is in trouble. We also provide tracking services for cargo movement so that they are able to

be tracked by the shipper or by the carrier so they know that everything is fine. We have done work for the Department of Homeland Security for their smart container initiative so that they know if a container is being tampered with. Our primary focus has been in maritime, we track the majority of all the ships in Alaska for the Coast Guard, and we also track all the ships in Puget Sound for the Coast Guard as well.”

CEOCFO: How does the competitive landscape look?

Mr. Shelver: “In our market space if you do a search for GPS tracking you find a lot of companies but they are aimed at specific niche markets. We have a worldwide presence, we track any type of asset out there so it can be an aircraft flying to the United Nations in Africa, it can be a barge that is headed between Seattle and Alaska, or it can be a sheriff’s vehicle out in the middle of nowhere. We track all those assets then we put them on a seamless display for the client. We are also able to share that information with other organizations. For example, in Puget Sound we track the ships for the ship owner but we also track the ship for the Coast Guard and customs service. What makes us unique is we are able to bring in all these various types of technologies for tracking an asset, bring it into one display and then present that to multiple customers.”

CEOCFO: You have such a wide market, how do you promote your services?

Mr. Shelver: “Most of it is word-of-mouth, but a lot of it is we are very active with Homeland Security, with a lot of the different organizations that promote safety and efficiency so that is where we have gotten most of our customers. We also have partnerships with a lot of resellers, such as an organization out of the UK called Securewest International that provides security services to ships. We provide the tracking service for them and we provide tracking services for the ma-

rine exchanges, which are in all the major U.S. ports.”

CEOCFO: What is your revenue model?

Mr. Shelver: “Our revenue is mostly recurring revenue. We do sell hardware, but most of it is in the recurring revenues.”

CEOCFO: Do these tend to be long-term contracts?

Mr. Shelver: “Yes, we typically try to get three-year contracts with our customers.”

CEOCFO: Is there much changing technology and improvement?

Mr. Shelver: “There is. The hardware side has been changing a lot. In the last

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- Clayton Shelver

five years we have seen the prices come down. The features have increased. Some of our equipment now is on the fourth and fifth generation that we are getting from our suppliers. We have some devices now that are working with Bluetooth, so when you want to program them you can use a Bluetooth connection. Three years ago everything was done by cable.”

CEOCFO: You have recently announced SARS Roadtrac for the road fleet transportation industry.

Mr. Shelver: “Yes. That is a new line and we have enhanced some of the features on our display system, more for the

road-based customers, mostly for first responders, but also for companies that have small delivery fleets, we have a product that allows them to keep track of where their assets are. One thing that we bring to the table since most of our specialty is in transmission through satellite is that we have hybrid solutions now that if they cannot get a cellular connection they will switch over to satellite. You can be in an urban area out in the middle of nowhere and we can still keep track of the assets.”

CEOCFO: Are you also getting involved in the flight-data industry?

Mr. Shelver: “We are working with a couple different manufacturers that build the hardware and actually sell the hardware to the airline. Most of it is for diagnostics of the equipment on the aircraft. We provide the GPS tracking site that will actually feed the data to us, we display it and then the manufacturer rebrands our site with their name on it. We do that for quite a few organizations.”

CEOCFO: What is ahead in the next two or three years?

Mr. Shelver: “We will be more into business intelligence by being able to integrate our service with other companies in the supply chain and logistics industry to make companies more efficient and allow a better utilization of their assets. We have a company that does propane monitoring that allows

us to show the propane delivery companies which tanks need to be filled vs. just going out on a schedule and filling house A, B, C, when maybe only A and C need propane. Therefore, that is where the business intelligence is heading; being able to allow the companies to be more efficient, especially with the high price of oil. We also see intelligent routing of ships out in the open seas. Some of our customers are able to save up to \$40,000 on a transatlantic or Pacific voyage because some of our teaming companies that we work with are able to use our tracking service which gives them a better route plan of where they need to go.”

CEO CFO: Are acquisitions part of your strategy as well?

Mr. Shelver: “Acquisitions are part of our strategy, we are always looking for organizations that have good management as well as good technology, and a sound business model that fits in to what we are trying to do.”

CEO CFO: What is your financial picture?

Mr. Shelver: “We are emerging from a capital raise. We have the technology, so most of the capital raise will be for expanding our marketing functions. We will have our year-end 9/30 financial reports that will be out by the end of the month.”

CEO CFO: Why should potential investors be interested and what might they miss that should be understood?

Mr. Shelver: “The main thing we see is that there is a tremendous amount of op-

portunity in this market space. The companies that use our services are always amazed at what they can do. This marketplace is growing faster than what supply can provide. I think there are a lot of opportunities. Once you take a customer off the market, they are gone because operationally it is even more painful than changing accounting systems. The companies that are out there that are in certain spaces pretty much have that space and that is why we are very aggressively going after the maritime and oil and gas industries as well as some of the intermodal markets.”

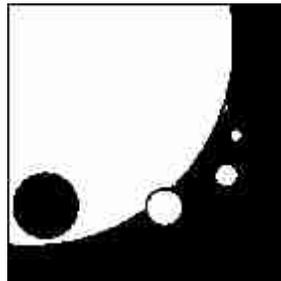
CEO CFO: Do you have your personnel in place for the major marketing areas?

Mr. Shelver: “We have had some changes. We continue looking for very talented people in various aspects of the company but we do have a lot of the core group in place whom have been with the company since we first started. As we

continue to expand out on the marketing side we are looking for people in various areas. Internationally I would say is probably a good portion of our growth.”

CEO CFO: What should people remember most about SARS?

Mr. Shelver: “Besides our name, I think what people most recognize is when they come and see our product, they get it right away. It is very visual and so when our customers see what we can do, they are amazed and they say where do I sign up.”



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