



digitalrecognitionnetwork



Media Contact:  
Dawn M. Wellington  
Wellington Group, LLC  
(512) 565-9709  
dawn@wellingtongrouppr.com

## **World's Largest Recovery Association Joins with Leading Technology Company to Offer Members License Plate Recognition Camera Kits**

*American Recovery Association and Digital Recognition Network Sign Joint Venture To Benefit Members*

Dallas, Texas – April 20, 2009, American Recovery Association (ARA), the world's largest organization of professional finance adjusters and repossession specialists, and Digital Recognition Network (DRN), the leader in license plate recognition (LPR) technology, today announced their three year joint marketing and sales agreement. The agreement features DRN's license plate recognition (LPR) technology to help recovery agents locate vehicles. This partnership, with the use of the technology, will help ARA members to increase recovery rates and efficiencies – allowing them to better serve the lending community. ARA members will receive a significantly reduced rate for each LPR camera kit purchased, along with 90-day, no-interest financing.

"We are very pleased about reaching this agreement with ARA," said Cort DeHart, President of Digital Recognition Network. "ARA represents recovery agents who provide the highest level of service in the industry to their clients. With DRN's vehicle location program, we can equip ARA members with the latest advanced technology to enhance the quality of service they provide the lending community."

In 2008, DRN's nationwide network of more than 350 LPR cameras found more than 17,000 wanted vehicles worth more than \$100 million. With camera coverage expanding rapidly, recoveries are expected to dramatically increase in 2009.

"ARA is confident DRN's vehicle location program and business model offers the best opportunity for our members to maintain their independent relationships with their clients," said Art Blanchette, President of American Recovery Association. "DRN is the only company that provides a system that allows lenders and ARA members to continue their existing relationships, while still utilizing the most advanced technology to increase recoveries and bottom lines for both recovery agents and lenders."

--More--

### **About American Recovery Association, Inc.**

The American Recovery Association (ARA) is the world's largest organization of professional finance adjusters and certified recovery specialists. ARA members specialize in locating and repossessing collateral on behalf of lending institutions including banks, savings institutions, finance companies, credit unions, rental/leasing companies, and auto, truck and equipment dealers. ARA has more than 260 members with 488 offices and serves 27,000 national and international cities. All members are certified independent business operators. For more information, call 972.755.4755 or visit the Web site at [www.repo.org](http://www.repo.org).

### **About Digital Recognition Network**

Digital Recognition Network (DRN) is the only asset location company that combines proprietary license plate recognition (LPR) technology, a national network of LPR camera-equipped vehicles, and integration with repossession software companies to create an asset location solution designed specifically for automotive lenders, insurers, and recovery agents. DRN's LPR technology and DRNWebRepo™ software are proprietary technology developed by industry veterans and are not licensed from third party vendors. This enables DRN to easily customize our products to meet the specific needs of our clients. With products and services like DRNDispatch™, DRNInteliRouting™, DRNWebLink™ and the DRNAffiliate™ program, DRN is established as the undisputed leader in LPR technology and services. For more information, go to [www.digitalrecognition.net](http://www.digitalrecognition.net).

###