



Nuve Wins IBM's SmartCamp Competition in Mexico City
Company's Fuel Protection Solution Takes Event's Top Honor

Austin, Texas (October 11, 2012) – Nuve Inc., a leader in remote asset management and fraud prevention, today announced that it was chosen as the winner of IBM's Mexico City SmartCamp. IBM is holding 22 SmartCamp events around the world in 2012. In each location, finalists are selected to network with world-class entrepreneurs, investors and industry experts. These mentoring and networking events put entrepreneurs in touch with experts to help accelerate their business.

IBM's SmartCamp initiative was expanded in 2012 to new geographies. They introduced a new focused event series: SmartCamp KickStart. Nuve presented its Fuel Protection Solution in this new series. KickStarts are one or two day events with a similar structure to IBM's well-established SmartCamp events from previous years. These events enable startups to receive mentoring from world-class advisors. Selected finalists from the KickStart events had the opportunity to advance to the SmartCamp regional events like the one in Mexico City.

Nuve's Fuel Protection Solution was highlighted and received accolades from both IBM and mentors involved with the event. "We're honored and excited to have won this prestigious competition", said Antonio Arocha, "IBM continues to be helpful in the evolution of our company."

The Importance of Anti-Theft and Asset Protection

Most asset monitoring products merely track the movement of vehicles while leaving the assets they transport unprotected and, therefore, vulnerable to theft. With more than \$39B in combined losses from cargo theft in the US and Mexico alone and with customer-reported incidences of fuel theft averaging more than \$700 per vehicle per month, merely tracking these important assets is not enough. Companies that attempt to add more protection via locks, zip ties, fuel level sensors or anti-siphoning devices often later realize these safeguards are easily overcome by thieves or unethical employees.

About Nuve

Nuve, Inc. is an international technology company focused on the emerging field of asset management and fraud prevention, providing organizations with fuel security, transparency and supply chain integrity from origin to destination. Using our patent-pending, tamper-proof sensors and physical security solutions combined with our real-time tracking technology, companies can improve their profitability by actively monitoring and protecting their valuable fuel assets anywhere in the world. Nuve's research and development team capitalizes on its ability to solve difficult asset protection problems over a wide range of global business sectors. For additional information, please visit: www.nuve.us.