End Of Life Notification

Dear Valued Customer,   Date: 19/01/2012

As part of our on-going product lifecycle management process, we have identified the following product that will be transitioned to an End of Life (EOL) status. The reason for EOL of this product is stop production of several components of the products by a third party company.

No.	Product name	Product Description	Product Number
1.	CelloTrack Solar	Asset tracker with built in charge controller and a solar panel.	GE9720014-0000

TIMELINE DATES

The following dates have been set regarding the End of Life notification. Please refer to Annex 1 for definitions.

Milestone Name	Milestone Date
Last Order Date	01/04/2012
Final Ship Date	01/10/2012
End of Service Date	01/04/2015
End of Customer Support Date	01/04/2017

In case you have any questions regarding the End of Life process, dates or any other question, please contact Pointer's Product Management department.

Kind Regards,
Natan Degani
Hardware Product Manager
Cellocator Division, Pointer Telocation LTD

ANNEX 1: DEFINITIONS

End of Life Policy

- End of Life terminology includes *End of Life Notification*, *Last Order Date*, *Final Ship Date*, *End of Service Date* and *End of Customer Support Date*.

- Once End of Life is announced, no enhancements to the product are made. Security updates and maintenance continue until the *End of Service Date*.

End of Life Notification

The date when an EOL notification is published and the below dates are set.

- Last Order Date
- Final Ship Date
- End of Service Date
- End of Customer Support Date

Last Order Date

The final date upon which customers may submit a Purchase Order (Last Purchase Order). From this day on, the product is no longer available for sale. Customers will still be eligible for Customer Support and RMA and fix processes.

Final Ship Date

The final date when the Last Purchase Order must be fully supplied.

End of Service Date

The date from which the product is no longer available for RMA process or fixes and only the customer support process is available.

End of Customer Support

The date from which no support is provided for the product.