



**HIRSCHBACH MOTOR LINES INC. SELECTS STARTRAK'S REEFERTRAK®  
SENTRY MANAGEMENT SYSTEM FOR ITS ENTIRE FLEET**  
*StarTrak Continues Its Momentum in the Refrigerated Transport Market*

**Fort Lee, NJ, July 13, 2011** – StarTrak Information Technologies, LLC, a wholly-owned subsidiary of ORBCOMM Inc. (Nasdaq: ORBC), a leading provider of wireless asset and GPS tracking and monitoring products and services for the refrigerated transport market, today announced that Hirschbach Motor Lines Inc. has begun full deployment of StarTrak's two-way communication reefer management system, Sentry.

The deployment of more than 800 systems are expected to be fielded over the next 100 days will include valuable applications like Tractor ID, advanced Fuel Monitoring, and Geo-Fencing, all fully integrated to Hirschbach's dispatch system. When the Sentry management system is fully deployed Hirschbach will have one of the most sophisticated two-way monitored and controlled reefer fleets in North America.

"Hirschbach Motor Lines is a dynamic and innovative company and we are excited to welcome them as a customer. We will be working with the Hirschbach team to deploy innovative cost saving applications as well as enhanced assessorial control functions," said David Gsell, General Manager of StarTrak.

"StarTrak's ReeferTrak® Sentry platform, supporting network and integration gateway products are industry leading and will help us meet the challenges ahead" said Brad Pinchuk, President, Hirschbach Motor Lines Inc. "The two-way communication capabilities when fully integrated to our dispatch systems will give us greater control, helping us manage our fuel costs and our assets in the field. This will ultimately allow us to provide greater service to our customers".

**About ORBCOMM Inc.**

ORBCOMM is a leading global satellite data communications company, focused on Machine-to-Machine (M2M) communications. Its customers include Caterpillar Inc., Doosan Infracore America, Hitachi Construction Machinery, Hyundai Heavy Industries, Asset Intelligence a division of I.D. Systems, Inc., Komatsu Ltd., Manitowoc Crane Companies, Inc., and Volvo Construction Equipment among other industry leaders. By means of a global network of low-earth orbit (LEO) satellites and accompanying ground infrastructure, ORBCOMM's low-cost and reliable two-way data communication services track, monitor and control mobile and fixed assets in four core markets: commercial transportation; heavy equipment; industrial fixed assets; and marine/homeland security. ORBCOMM based products are installed on trucks, containers, marine vessels, locomotives, backhoes, pipelines, oil wells, utility meters, storage tanks and other assets. ORBCOMM is headquartered in Fort Lee, New Jersey and has its network control center in Dulles, Virginia. For more information, visit [www.orbcomm.com](http://www.orbcomm.com).

**About StarTrak Information Technologies, LLC**

StarTrak is an innovator and leading provider of tracking, monitoring and control services for the refrigerated transport market. Under its ReeferTrak® and GenTrak™ brands, the company provides customers with the ability to proactively monitor, manage and remotely control their refrigerated transport assets. Their information services also help industry leaders realize better fleet efficiency and utilization while reducing risk by adding safety monitoring of perishable cargo. In addition to relationships with leading refrigerated unit manufacturers such as Carrier and

Thermo King, StarTrak's customers include well-known brands such as Tropicana, Maersk Line, Prime Inc, CR England, FFE Transport, Inc. and Exel Transportation.

**About Hirschbach Motor Lines Inc.**

Hirschbach Motor Lines Inc., is a refrigerated carrier holding both common and contract carrier authority. The primary market areas extend from the upper Midwest to/from the Southeast, Southwest and the West Coast.

Hirschbach's reputation for personal service has accelerated the company's growth. Manufacturers and producers, who once relied exclusively on rail transportation, recognized Hirschbach's uncommon ability to provide for their specialized needs both economically and on time.

That uncommon ability became the Hirschbach trademark and foundation

**Forward-Looking Statements**

Certain statements discussed in this press release constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements generally relate to our plans, objectives and expectations for future events and include statements about our expectations, beliefs, plans, objectives, intentions, assumptions and other statements that are not historical facts. Such forward-looking statements, including those concerning the Company's expectations, are subject to known and unknown risks and uncertainties, which could cause actual results to differ materially from the results, projected, expected or implied by the forward-looking statements, some of which are beyond the Company's control, that may cause the Company's actual results, performance or achievements, or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. These risks and uncertainties include but are not limited to the risks described in our filings with the Securities and Exchange Commission. Unless required by law, we undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. For more detail on these and other risks, please see our "Risk Factors" section in our annual report on Form 10-K for the year ended December 31, 2010.

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