

PRESS RELEASE

E.J. Ward Inc. New organizational structure with the formation of two new operating business groups.

September 1, 2020 – E.J. Ward, Inc., Announced a corporate reorganization with the formation of two new business units, SimplyFuel Solutions and Nascent Partners. Both will operate as subsidiary LLC's under Ward.

Fueled by growth in its Software as a Service platform and other core business activities, adding these diversified business groups to optimize sales, delivery, support and product development eliminates the monolithic "one size fits all" approach of fuel management in favor of an "umbrella" strategy that links back to corporate goals.

SimplyFuel Solutions is now the sales, delivery, and support vehicle for existing Ward customers and the only provider for Bundled Fuel Management systems, an entirely new model for public and private fleet managers to purchase fuel management systems or services.

SimplyFuel Solutions offers several basic or custom bundles comprised of fuel control hardware, cloud-hosted software, and wireless communication. Installation, training, call-center support, life-time warranties with software updates are standard in all bundles.

Nascent Partners is a new development company spun out of Ward's engineering group and the forty-five years of internal development in automation platforms and vehicle telematics. The goal is to act as a technology incubator and business hub ideation of solutions in the transportation markets and beyond.

"Our new structure leverages the relationship between the corporate-level strategic plan and the individual business unit plans to form a synchronized structure that pushes and pulls the organization in one successful direction," said Markay Ward, President and CEO. "We were looking for a way to make fuel management solutions available and affordable to even the smallest fleets and still offer all of the features that large fleets enjoy."

Since 1974, E.J. Ward, Inc. a San Antonio, Texas based company, has been at the forefront of fleet fuel management technology development. Ensuring accountability and security of fuel usage by public and private fleets globally, Ward's suite of solutions provides significant savings for its customers through Automated Fuel Management, Tank Level Management, GPS based Asset Tracking, EV Chargers, and SaaS Application Integration.

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