

New Version of carpoolworld.com Includes CO2 Module

JERICHO, NY, August 1, 2010 -- Datasphere Corporation announces the newest version of its pioneering carpool matching web site carpoolworld.com. The new web site brings carpoolworld's popular carpool matching services together in a streamlined visual user interface. Users now have even easier access to carpoolworld's free public ride sharing service, its successful 'carpoolworld community' portal, and its innovative carbon footprint reporting module.

Since June 2009, carpoolworld users have reported saving over 1 million metric tons of CO₂. In 2009, carpoolworld launched a commuting mode survey and reporting module, which computes commuting efficiency and carbon footprint (CO₂) statistics for its public users and for participating carpoolworld communities. The survey function collects weekly commuting habits information and reports the user's commuting efficiency and carbon footprint and aggregates the data into city-level statistics. The analysis module permits dynamic comparisons of community transportation efficiency and carbon footprint between selected weeks to compare current efficiency to historical efficiency, and allows comparisons of the community to major cities as well as comparisons between cities. Guests to the site can freely view and compare the city commuting efficiency and carbon footprint analysis.

In 2003, carpoolworld launched its private carpool group service, now re-branded as 'carpoolworld community'. Carpoolworld community provides a private on-line carpool matching system for organizations who wish to provide their own ride sharing service to their community. Carpoolworld community is delivered in a software-as-a-service model, which eliminates the need for clients to install and maintain software on their own systems. Carpoolworld community clients pay \$10 per month for up to 500 registered users, plus proportional increments for higher volumes, with no additional fees. There are currently more than 75 active carpoolworld community clients, including major universities, hospital networks, businesses, clubs, and several municipal and regional transportation management authorities. There are carpoolworld communities in the U.S., Canada, Australia, and India, and trials in progress in other countries. Some clients have been using the carpoolworld community system for more than five years and have hundreds of users, with some exceeding a thousand users.

Since its launch in 2000, carpoolworld has registered more than 145,000 public users in its free ride matching system, with more than 100,000 verified e-mail addresses. Carpoolworld performs precise trip matching using automatic street-level geocoding (translation of addresses into latitude and longitude coordinates) in most countries in Europe, the U.S., Canada, Australia and others. In other countries around the world it automatically geocodes addresses based on place names and other elements. Most of its current users are in the United States and Canada, with significant representation also in Europe, Australia, India, and South Africa. There are also users in some Middle East countries and around the world.

Advanced features also include innovative trip filtering and sorting controls, traveler profiles and ratings, export of the user's carpooling schedule to standard calendars, configurable reminders and alerts, integration of third-party mapping and navigation tools, RSS feeds, and Twitter feed.

Carpoolworld community provides additional functionality to facilitate organizational trip matching including common destination list maintenance, a configurable invitations module, membership reporting, and a survey management tool to maximize compliance. Carpoolworld publishes and adheres to a stringent privacy policy.

About Carpoolworld.com

Carpoolworld.com provides a free public on-line trip-matching service to the world. The users join in by entering their starting point (home) and destination (work), and then the system instantly shows them a list of similar trips using carpoolworld's patented algorithm. The trips are also displayed visually on detailed maps. The users can contact each other by phone or e-mail to make ride-sharing arrangements. The service is primarily intended for commuters, but will work for any type of trip. Carpoolworld.com also offers carpool matching software as service for communities, for a fee, that lets employers, institutions and municipalities brand and administer their own virtual carpool matching web site. Carpoolworld.com also provides a free reporting tool for commuting mode analysis. Carpoolworld.com was designed and built by Max Fox and Isabelle Boulard. Mr. Fox and Ms. Boulard are co-inventors of the trip matching method used at the core of the carpoolworld matching engine, for which they were awarded a U.S. patent in 2004. Carpoolworld is owned by Datasphere Corporation. Mr. Fox owns Datasphere Corporation.

Please visit www.carpoolworld.com for more information.

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