

Global mobile advertising leader poised for U.S. market penetration

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Iquity Systems Brings European Success to U.S., Expands Executive Management Team

Iquity Systems, the leader in mobile advertising, today confirmed its growing presence in the U.S. market by expanding its executive leadership team in the Company's New York City headquarters. Through its Mobile Media Suite, Iquity Systems offers software solutions that enable wireless carriers to deliver targeted messages to users who have opted to receive these advertisements in exchange for free or subsidized telephone services.

Iquity Systems' licensees have more than half a million subscribers to date in Europe, and are adding 1,000 new subscribers every day. Iquity Systems is poised to penetrate further the North American market under the leadership of CEO Kicki Wallje-Lund and John Balsamo, the company's newly appointed Director of Sales and Marketing for North America. Market research by the FCC shows that Americans talk more on their cell phones than Europeans – with Americans averaging 221 minutes per month, compared to 145 minutes per month for Europeans, translating into a huge market opportunity for Iquity Systems in the U.S.

"We're leveraging our success as the Mobile Media Maker in Europe, where we developed our offerings and implemented systems with mobile operators, advertisers and subscribers," said Kicki Wallje-Lund, CEO of Iquity Systems. "We see an enormous opportunity in the U.S. as people, especially the younger generations, are embracing wireless technology. We are working hard to meet the specific needs of the U.S. market and the addition of John to the New York team demonstrates our commitment to giving people – from advertisers and carriers to consumers across the States – access to this new and exciting wireless technology."

Iquity Systems' licensees have attracted more than 200 advertisers around the world to the Iquity Systems' platform, including Citroën, Crédit Lyonnais, Hugo Boss, Proctor & Gamble, Siemens, Toshiba, Unilever, Warner and Yahoo!.

Iquity Systems' offerings provide benefits to each segment of the wireless advertising market. Mobile operators can attract new categories of subscribers, creating additional revenue opportunities, and increasing subscriber loyalty. For advertisers, Iquity Systems delivers a powerful and efficient new channel to target consumers and to solicit immediate input. Retailers can reach their valued customers with personalized messages and promotions – wherever they are. In addition to receiving time and money-saving information tailored to their interests, subscribers benefit from lower cellular phone rates through subsidized or free service.

"I'm excited to bring Iquity Systems' wireless advertising platform - the most technologically advanced and proven solution in the industry today – to the U.S. market," said Balsamo. "Having spearheaded the introduction and adoption of innovative new technologies in the communications industry, I understand the complex and multi-faceted requirements of mobile operators and subscribers. Only Iquity Systems has the solution, real-world experience and knowledge in-hand today that meets the needs of operators, advertisers and subscribers."

Bringing more than 12 years of sales and marketing experience in the telecommunications and wireless industry to Iquity Systems, Balsamo will be responsible for sales, marketing and related initiatives for the Company. Former Sales Director at Nortel Networks, Balsamo's career has focused on the successful introduction of new products and services to the wireless industry. Prior to Nortel, Balsamo served as Director of National Sales for SpectraSite Communications where he supervised a national account

management team focused on sales and new market development for wireless carriers such as AT&T Wireless, Sprint PCS, Verizon Wireless and Nextel. Previously, Balsamo was Global Account Manager for Allgon Telecom, LTD, a leading manufacturer of wireless communication system infrastructure equipment, where he was responsible for North and South America marketing and sales for key accounts.

About Iquity Systems, Inc.

Iquity Systems is a global software development company that has created a powerful and dynamic new advertising medium with the customization of mobile device communication. Iquity Systems' new "fifth channel" of advertising transcends traditional and online vehicles by transforming mobile devices into an interactive conduit, efficiently delivering timely, customized messages to diverse target audiences. Iquity Systems' unique software platform, the Iquity Mobile Media Suite, delivers a suite of business solutions to telecommunication companies looking to add value for their customers and extend their subscriber base, as well as retailers looking to build and strengthen customer loyalty. Headquartered in New York, with offices in Stockholm, Iquity Systems was founded in 1995 by Carl Ander. For more information about Iquity Systems, please visit www.iquity.com.