



Press release

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AirClic and Media Portal Japan Announce Strategic Relationship to Extend Information Access for Mobile Users

Media Portal to adopt AirClic's global platform and standard

BLUE BELL, Pa., Dec. 13, 2001 – AirClic Inc., the leading Web-based software and services platform company driving the mobile information market, today announced a strategic relationship with Media Portal Japan Co., Ltd. Media Portal is Japan's premier provider of linking systems that allow consumers and business people to connect directly to Web pages by simply scanning bar codes. Under the terms of the agreement, Media Portal Japan will adopt AirClic's proprietary coding standard and offer services and capabilities in Japan using AirClic's Brand, Platform and Global Registry.

Media Portal Japan was the first commercial provider of bar code linking systems in Japan. Their technology connects readers of consumer and business publications and catalogues to Web-based information by scanning published bar codes using a variety of mobile devices, including I-Mode compliant cell phones and PDAs.

AirClic's platform transforms industry standard bar codes and numbers, as well as company-specific codes into direct conduits to Web-based information and services. Using AirClic's coding standard and platform, Media Portal Japan will extend its current services by offering customers in both business and consumer markets greater speed, accuracy and flexibility when accessing Web-based information from mobile devices. In addition, Media Portal Japan will utilize AirClic's Global Registry, which acts as a central repository, ensuring the dedicated codes are universally available, unique, and always lead Internet users to precisely the information they seek.

"Our customers will greatly benefit from the global standard, brand, technology, and intellectual property that AirClic delivers," said Kazuhiko Konda, chief executive officer of Media Portal Japan. "Using AirClic's technology, we can now provide seamless, global Internet navigation for Japan's mobile users."

"Our relationship with Media Portal Japan further advances AirClic's goal to set a global standard for mobile information access," said Phillip Riese, chief executive officer of AirClic. "We are proud to join with market leaders and innovators like Media Portal Japan in providing a fast, easy and direct way for consumers and business people to access crucial information on everyday mobile devices. By adopting AirClic's technology, Media Portal Japan's services will have a global reach, and their users will be able to access all services available through AirClic simply and efficiently."

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About Media Portal Japan Co., Ltd.

Media Portal Japan (MPJ) develops, manufactures and sells Internet bar code readers for PDAs, cellular phones and personal computers. In collaboration with Toshiba, NTT DoCoMo, Japan's foremost communication company, and the SOFTBANK group serving as Digi-Code sales partner, MPJ develops products for the B-to-B and B-to-E markets in Japan.

Internationally, MPJ has started exporting samples of the bar code readers to communication firms in Taiwan, Europe and the United States. MPJ contributes greatly to the bar code market by developing superior scan technology at affordable prices and offering easy and immediate access to information on the Web. Currently, MPJ users span a wide variety of occupations. Top-ranking Japanese firms in the field of communications and publishing distribution use the MPJ Internet bar code system. More information can be found at www.mediaportaljapan.com.

About AirClic Inc.

Founded in 1999, AirClic Inc. (www.airclic.com) operates an open platform that provides the technology and infrastructure to transform lifestyle devices, such as phones, PDAs and other mobile devices into powerful information gateways. AirClic enables users to enter numeric codes or scan bar codes to access relevant online information and applications. AirClic is compatible with existing bar codes, such as PC/EAN/JAN/128/39 codes. AirClic provides application developers, corporations and individuals with tool kits, allowing them to develop a wide variety of consumer and business applications globally. AirClic is headquartered in Blue Bell, PA and also maintains offices in New York City, Herndon, VA and Stockholm, Sweden.