

GSM World Conference in Cannes Attracts More Than 14,000 Attendees; CellPoint's *Finder!* a Hit, Featured in PC World Online and CNN.com

CANNES, FRANCE, February 7, 2000 – Hadar Cars, President of CellPoint Systems (OTC BB: CLPT; www.cellpt.com), led a panel discussion of some of the world's foremost authorities on position-location technology and GSM in a session entitled, "Profiting from Location-Based Services." The session was part of the 2000 GSM World Congress (www.gsmworldcongress.com), held last week in Cannes, France. More than 14,000 attendees from over 100 countries attended what is considered the premier event in the GSM industry.

In the official daily report from the Conference, *The GSM NewsReel Email Bulletin* of February 4 (http://www.gsmnewsreel.com/pages/display.asp?section=gsm_global&file_name=20000204100118001.xml) states, "Location services are here at last. Reflecting the excitement apparent in the market, Hadar Cars, president of CellPoint and chairman of the session, 'Profiting from Location-Based Services,' discussed the rapid rise of the sector." The report continues that starting as a US 911 requirement, "the location services market has grown rapidly through vertical applications (such as tracking fleets or stolen cars) to become a potential multi-billion dollar, wireless Internet-driven force in the corporate and consumer markets. Both these markets were examined by the three speakers, from the operator, manufacturer and service provider sectors." The three other panel members were Arnaud Jagoda of France Telecom Mobiles (NYSE: FTE), Chris Wade of Cambridge Positioning Systems and Nigel Porter of Global Telematics.

At the Congress, CellPoint unveiled *Finder!*, the world's first true mass-market application which allows people to locate their friends or business associates by using CellPoint's exclusive GSM position-location technology. Thousands of conference delegates visited the CellPoint exhibit and *Finder!* was clearly a hit. *Finder!* was demonstrated at the conference in France Telecom Mobile's network and is unique in that it is a reality now, not in concept or development, and it is being marketed for offer from various carriers. "The Internet has been based on fixed location," said Hadar Cars. "The difference with GSM is that it provides mobility to the Internet, and positioning services are the most strategic place to be because location is now clearly acknowledged as a key component to the mobile Internet."

Finder! was featured in an article in **PC World Online** during the conference (http://www1.pcworld.com/shared/printable_articles/0,1440,15096,00.html) as well as at **CNN.com** (http://www.cnn.com/2000/TECH/computing/02/04/phone_track.idg/index.html).

With *Finder!*, the user starts by defining a list of friends that they want to be able to locate, be seen by, or communicate with. When a user wants to know the location of a friend, colleague, or family member, the user selects the name on the mobile phone menu or computer. CellPoint's *Finder!* application then locates the user and the friend, and calculates the distance and direction to the friend. The user is always in full control of their privacy. Users can even request locations of several friends at a time, and can edit their Friends List either on their phone or over the Internet, downloading changes "over the air" to their own phones.

CellPoint Inc. is a US company whose European subsidiary, CellPoint Systems AB, delivers services in cooperation with cellular operators worldwide. Several commercially available services are based on the CellPoint System™ technology that uses GSM cellular networks to determine physical locations of cellular phones and Internet applications to present results and manage services. The CellPoint System currently has the world's only end-to-end commercial service offering for digital cellular location technology; it is fully scalable, works with standard GSM phones and WAP phones in unmodified digital networks requiring no costly overlays, and can be coordinated worldwide from a remote central location. GSM accounts for more than 66% of the world digital cellular market with more than 270 million subscribers worldwide. Estimates for cellular phone usage are now at 1.5 billion users by 2005, with GSM accounting for two-thirds of the total market, and 400 million mobile Internet users by 2004.

For more information, please contact:

CellPoint Inc.: +46 8 5449 0000; Fax: +46 8 5449 0005; www.cellpt.com; info@cellpt.com

CellPoint Systems: +46 8 5947 4900; Fax: +46 8 35 87 90

North American Inquiries: The Rowe Group; 877-880-1195; ajc@rowe-group.com

CellPoint, Finder! and CellPoint Systems are trademarks of CellPoint Inc. Forward-looking statements in this release are made pursuant to the safe harbor provisions of the Private Securities Litigation Act of 1995. Actual results may differ materially from those projected in any forward-looking statement. Investors are cautioned that such forward-looking statements involve risk and uncertainties which may cause actual results to differ from those described.