



CellPoint Europe Appoints Lars Persson CEO Reknowned Telecoms Executive to Head CellPoint Subsidiaries

Stockholm, August 3 – CellPoint Inc. (Nasdaq: CLPT; www.cellpt.com) is pleased to announce Lars Persson as Chief Executive Officer for CellPoint Europe Limited to lead the worldwide commercial operations of the CellPoint location services companies. Mr. Persson was most recently President of Telia Mobile International. Telia Mobile is the leading mobile operator in the Nordic countries and one of the world's leading mobile operators.

"Through my experience in launching international mobile Internet services and mobile portals, I have seen that CellPoint leads the world with commercial location services for business and consumer markets," said Persson. "CellPoint's strong technology roadmap ensures future-proof commercial services that are also key components to the mobile Internet for mass commercial usage."

Mr. Persson has been with Telia for more than three years. He was the Managing Director for France Telecom in the Nordic countries from 1992 – 1997, now known commercially as Global One. Prior to that he held senior management positions in telecommunications and technology companies dating back to 1980.

"Lars is the proven leader we sought for the explosive growth stage we are now in," said Peter Henricsson, Chairman and CEO of CellPoint Inc. "He is an innovator with vast international experience and a high level contact network in the telecoms industry that will further accelerate our successful growth in this emerging multi-billion dollar market." Lars Persson will lead the CellPoint subsidiaries in Sweden, the UK and South Africa with overall responsibility for worldwide sales, marketing, development, and implementation of the CellPoint technology and services.

In recent events, CellPoint Inc. was approved for trading on the Nasdaq National Market and announced agreements with France Telecom Mobiles, Yahoo! Tele2, Ericsson, Webraska and other key companies in telecommunications and the Mobile Internet.

CellPoint Inc. (Nasdaq: CLPT; www.cellpt.com) is a US company with subsidiary operations in Sweden, Great Britain and South Africa delivering location and wireless telematics services in cooperation with cellular operators worldwide. CellPoint's end-to-end cellular location technology works in unmodified GSM networks and uses standard GSM or WAP phones and standard Internet services. Several commercial applications are available for business and personal location services including Resource Manager™ for mobile resource management and CellPoint Finder™, an application for locating friends and family.

Common estimates for GSM subscribers to 2005 are one billion users, whereas worldwide shipments of cellular handsets with embedded GPS (Global Positioning System) are estimated at four million in 2000 and 38.5 million in 2003. The wireless location services industry in Europe alone is estimated by The Strategis Group to generate more than \$80 billion between now and 2005.

For information, please contact:

CellPoint Europe Ltd. Lars Persson, +46 (0)70 666 4880 or +44 (0)7799 885 750

CellPoint Inc.: Peter Henricsson +46 (0)70 755-9820 +44 (0)7730 064 077

www.cellpt.com, info@cellpt.com

North American Inquiries: The Rowe Group; 877-880-1195

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