



Nasdaq: CLPT

iMate Puts Lifestyle on the Move New Breed of Services for the Mobile Internet

Want to be able to access a full array of information from your mobile phone instantly, anytime, anywhere - at home or abroad? A revolutionary new mobile solution called iMate™ enables you to do just that and it uses today's standard GSM phones or WAP phones. Location is one of the important aspects that have not been fully explored when looking for information from the Internet. Location can enhance the application of the Internet in day to day life – actively from your mobile phone rather than passively from a fixed computer. By focusing on where and when, iMate helps people get valuable information from their phones for instant use.

Rome, Italy, September 26 -- CellPoint (Nasdaq: CLPT, www.cellpt.com) announces iMate, an innovative location service application to support active people in their everyday life.

Created by CellPoint, a leader in commercial location technology and services for GSM networks, iMate works by accessing Internet information and relating it instantly to your precise location. CellPoint is launching iMate at the 4th Annual Mobile Location Services conference in Rome this week.

“If you are looking for live music tonight, want some help deciding where to eat or simply need to replace your favorite running shoes, iMate will find the options, work out where you are, and guide you to the right place,” said Lynn Duplessis, Vice President of CellPoint. “There is absolutely no doubt that our lifestyles will be revolutionised by knowing the location of a GSM device coupled with access to the Internet and new user-friendly applications. WAP and third generation mobile phones will open up the full potential of the mobile Internet, but iMate makes it all possible today.” iMate is fully integrated with CellPoint's Finder! service so users can also share info with their friends in real time.

iMate is both a full-featured information service for mobile network subscribers and a powerful data collector and integrator. Information from databases, web sites or other sources is integrated seamlessly, giving mobile network subscribers the best possible information service. The user is always in full control of their privacy, while the users' own preferences also help them to see only what they *want* to see. Intuitive menus allow tailored information to reach the user, sorted by distance or other criteria.

Using CellPoint's location technology, iMate pinpoints a mobile phone in the cellular network. Using an advanced search engine and built-in route planner, iMate provides precise and accurate route descriptions for personal navigation and locates the nearest requested service. Bookmarking capabilities let the subscriber optimise access to favourite dynamic information.

Added Duplessis, “There are more than 300 million mobile phone users today and predictions far exceed one billion worldwide by 2005 – and most of those users will access the Internet on a regular basis. Using our mobiles to access information on the move and relate it to our location is set to become an everyday essential part of our lifestyle.”

CellPoint Inc. (Nasdaq: CLPT; www.cellpt.com) is a US company with subsidiary operations in Sweden, Great Britain and South Africa delivering end-to-end location services in cooperation with cellular operators worldwide. Several commercial applications are available for business and personal location services including Resource Manager™ for mobile workforce management and CellPoint Finder™, an application for locating friends and family.

Common estimates for GSM subscribers to 2005 exceed 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.

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