



CELLPOINT LAUNCHES CHANNEL SALES DIVISION

London, February 13 -- CellPoint (**Nasdaq: CLPT**) has launched a Channel Sales Division focused on identifying and signing up strategic partners to help meet rapidly growing demand for its products and services. The Channel Sales Division will manage channel partners for sales, system integration, implementation and support.

Heading the new division is Director of Global Partner Sales, Tony Goss, whose background includes senior business management roles with British Telecom and Ericsson. Most recently, he was managing director of channels with Lucent Technologies.

"The global market for location-based services is expanding very rapidly, and we see focused channel activities as an effective means of staying ahead of this growth," said Goss. "These partners will also support us with resource-intensive activities such as system installation and support. I am very encouraged by the quality of companies seeking to partner with CellPoint and we expect to be making new partnership announcements very soon."

Lars Persson, CEO of CellPoint Systems, added, "We are delighted to have Tony Goss take on this key role. Demand for CellPoint services and products is growing very rapidly now and crucial to meeting this demand is the added value of our partnerships with leading systems integrators, global service providers and sales organizations."

Based out of CellPoint's UK head office, Mr. Goss is also heading up an aggressive recruitment program to reinforce both channel and direct global sales.

CellPoint Inc. (Nasdaq: CLPT, <http://www.cellpoint.com/>) is a US company with subsidiary operations in Sweden, Great Britain and South Africa delivering location and wireless telemetry services in cooperation with cellular operators worldwide. CellPoint's end-to-end cellular location technology offers a high-capacity solution for 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, iMate™ for location-sensitive information and Finder™, an application for locating friends and family. Subsidiary Unwire's programmable telemetry terminal servers are also integrated with the CellPoint System Platform enabling a broad range of telemetry applications for wireless remote management and control.

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CellPoint's press releases can be viewed at <http://www.cellpt.com/newsreleases2.htm>

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