

## **Kicki Wallje-Lund appointed new Iquity Systems CEO**

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Mission to Grow "Fifth Channel" Communications Using Wireless Technology to direct Targeted Advertisements and Messages to Consumers.

Iquity Systems, a global software development company that is poised to become the number one facilitator in mobile advertising, today announced the appointment of Kicki Wallje-Lund as Iquity Systems' chief executive officer. In this post, Ms. Wallje-Lund will lead the technology and communications company and its offerings forward to revolutionize the mobile advertising marketplace.

Iquity Systems offers software solutions that enable a sponsored service, conveying advertisements to targeted telephone users who have opted to receive advertisements in exchange for free or subsidized telephone services. Iquity Systems' offerings provide benefits to each segment of wireless advertising such as telephone companies and retail outlets. Iquity Systems' software provides advertisers a powerful and efficient new channel to reach appropriate consumers. In addition to receiving highly targeted and relevant advertising and information, consumers benefit by receiving lower cellular phone rates and the opportunity for free service.

"Iquity Systems will capture the mobile advertising marketplace. This sector is primed to become the 'fifth channel' in advertising following traditional and online methods," said Ms. Wallje-Lund. "We see unlimited potential in mobile advertising and are confident that Iquity Systems will succeed in becoming the leader of this sector."

Ms. Wallje-Lund's career in marketing, communications and business development for large multinational IT companies, primarily in the area of financial services and software solutions, is quite distinguished. Ms. Wallje-Lund was previously vice president of business development and marketing for NCR's Financial Solutions Group, a \$3 billion worldwide business during her tenure. Ms. Wallje-Lund managed a worldwide staff and marketing budget of \$50 million. Achievements include the creation of the Knowledge Lab, a center for innovative research and new thinking and creating the NCR Microwave Bank, which was named "Technology Innovation of the Year" by Banking Technology Magazine in 1998. In addition, Ms. Wallje-Lund was also the director of marketing and business development for AT&T Istel, Ltd in 1995.