



CellPoint Launches LBS with E-Plus in Germany

First Large Order for Location System Platform

Hannover, March 21, 2001 -- CellPoint Inc. (Nasdaq: CLPT; www.cellpoint.com) announces a strategic partnership for location services with the German mobile operator E-Plus Mobilfunk GmbH. E-Plus has installed CellPoint's network-based Mobile Location System that supports location-based services for all GSM phones and mobile GSM devices in an operator's network. The high-performance system can provide location services to E-Plus's over 6,000,000 subscribers, whether their mobile is in idle mode or engaged on an active call.

"The CellPoint technology and European team have really impressed us over the last several months," says Alexis Trolin, program manager for location-based services at E-Plus. "Their Mobile Location System supports roaming and enables rapid deployment of location-aware applications with our partners as well as third parties, giving us a significant head start over our European competitors."

The new service, "Standortbasertie Auskünfte", is the first pull application in a planned package of innovative value-added location-based services from E-Plus. Trolin adds, "This technology is strategic to E-Plus; we are cooperating with a number of European partners, creating the mobile Internet services of the future. The CellPoint solution is a key enabler for this vision."

Lars Persson, CEO of CellPoint Systems, said: "This is the first installation of its type in the world. We believe this to be the first commercial, substantial order for a GSM/3G location system platform aimed for millions of users in a mass market. This is a significant order and milestone for CellPoint."

E-Plus will unveil the new services during CeBIT this week, taking place in Hannover from March 22 – 28. "We're launching this on our WAP platform first, serving a community of high-value customers using WAP over GSM and GPRS," said Trolin.

CellPoint's Mobile Location System (MLS) is a network-based solution that works across multi-vendor GSM infrastructures and does not require any network upgrades or overlays. MLS is the central software node in a locations services system. It has open API's and integrates location technologies with applications, services, mapping, content, terminals and browsers.

There are more than 440 million GSM users in the world today and GSM is the dominant digital cellular standard in the world. Location services are widely predicted to be a core service offering by 2005 and a major component of operator revenues in the coming years.

E-Plus (www.eplus-online.de) is a German cellular operator with more than 6,000,000 subscribers. E-Plus is owned by KPN (77.5%) and BellSouth (22.5%). E-Plus has a number of strategic partnerships in Europe, including PTT Telecom in Holland and KPN Orange in Belgium.

CellPoint Inc. (Nasdaq: CLPT, 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 multi-vendor, 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 applications for wireless remote management and control.

For information, please contact:

CellPoint Systems: Lars Persson, tel+44 (0)1932 895 310
E-mail: info@cellpoint.com Web site: www.cellpoint.com

E-Plus: Alexis Trolin, tel +49-211-448-0
E-mail: Alexis.Trolin@eplus.de Web site: www.eplus-online.de

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