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Iquity Systems Executives Join WAA Board of Directors.

New York, November 28, 2001 – The Wireless Advertising Association, the world's leading forum for mobile marketing standards and promotion voted unanimously to appoint two executives from Iquity Systems to its board. Iquity Systems' CEO, Kicki Wallje-Lund, joins the WAA Global Board and Björn Eriksson, VP Development, joins the WAA European Board. Björn Eriksson was also selected Chairman of the newly formed WAA European Voice Committee. The appointments enhance the WAA's ability to grow its efforts in Europe and around the world.

"Kicki and Björn are experts in European mobile marketing," said Robert O'Hare, WAA Chairman. "We look forward to tapping their expertise and utilizing their ability to further advise and influence WAA's growth in Europe."

Iquity Systems' software, *Iquity Mobile Media Suite™*, manages mobile advertising and integrates sponsored services in voice and SMS network environments. The software enables mobile operators to include value-added and sponsored mobile-phone subscriptions in their service portfolios, as well as retailers looking to build and strengthen customer loyalty. With its unique targeting functionalities, advertisers can deliver personalized, targeted and interactive campaigns to individual consumers, who sign up for the sponsored service, by completing a questionnaire with their personal interests and preferences. This simple concept has already appealed to nearly half a million mobile subscribers in Europe — along with over 200 premier advertisers, such as Citroën, Hugo Boss, Monster.com, Procter & Gamble, Siemens, Toshiba, Unilever, Warner and Yahoo!

"The WAA is the leading global forum in mobile marketing and the most widely recognized association for the advancement of standards and research in this industry," said Iquity Systems' CEO Kicki Wallje-Lund. "We are excited to take a very active role in this organization."

"I'm delighted to have been selected to drive the voice efforts in Europe, promoting the high effectiveness of audio advertising as well as working on industry standards to accelerate the acceptance among advertisers, mobile operators and consumers," said Björn Eriksson, VP Development.

Press News



About Iquity Systems, Inc.

Iquity Systems is a global software development company that has created a powerful and dynamic new advertising medium. Iquity Systems' new Fifth Channel™ of advertising transcends traditional and online vehicles by transforming mobile devices into an interactive conduit, efficiently delivering timely, personalized messages to diverse target audiences. Iquity Systems' unique software platform, Iquity Mobile Media Suite™, delivers a suite of business solutions to telecommunication companies looking to add value for their customers and extend their subscriber base, as well as retailers looking to build and strengthen customer loyalty. Iquity Systems was founded in 1995 and has its headquarter in New York and an office in Stockholm. For more information about Iquity Systems, please visit www.iquity.com.

About Wireless Advertising Association (WAA)

The Wireless Advertising Association is the premier global industry trade association devoted to hand held device manufacturers, carriers & operators, software providers, agencies, marketers & retailers, advertisers and service providers of mobile wireless marketing and advertising. A global organization, the WAA global board of directors consists of the leading companies in the wireless arena, including; AOLMobile, AT&T Wireless (NYSE: AWE), AvantGo, Avesair, Cingular, Coca-Cola, Comverse (NASDAQ: CMVT), Contra Integrated Inc., D2 Communications, Lot21, Microsoft (NASDAQ: MSFT), Motorola (NYSE: MOT), Nextel Communications, Doubleclick (NASDAQ: DCLK), eBay (NASDAQ: EBAY), Iquity Systems, Logica, Mobliss, Nokia (NYSE: NOK), Ogilvy Interactive, Oracle Mobile, SkyGo, Sprint PCS (NYSE: PCS), Telephia, Weather.com, WindWire, Unilever, Verizon (NYSE: VZ), and Vindigo, all directed to the goal of fostering the rapid growth of the wireless advertising industry by establishing voluntary guidelines that address key industry issues. For more information, visit the WAA website at: www.waaglobal.org.

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