



## Mikael Carlsson Unwire's New VP Marketing & Sales

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**Unwire, the telematics subsidiary of CellPoint Inc., (Nasdaq: CLPT) has appointed Mikael Carlsson as Vice President Marketing and Sales. He joins from Swedish Company Autodiagnos AB, an automotive diagnostic business and part of GenRad Inc., where he was Sales and Marketing Director, and brings to Unwire extensive international experience in sales and marketing.**

Said Carlsson: "Considering the booming market for telematics and Unwire's recent major international orders, I am convinced that we are just at the very beginning of a great journey. The time is right for Unwire to become the dominant player in the exciting and rapidly growing market for telematics and telemetry products."

"We are very pleased that Mikael Carlsson, with his knowledge and experience, has chosen to join Unwire", says David Ericksson, CEO of Unwire. "He will play a key role in our continued global market expansion."

**Unwire AB ([www.unwire.com](http://www.unwire.com))** is a wholly-owned subsidiary of CellPoint Inc. Unwire develops and manufactures wireless telemetry terminals, designs wireless applications and is considered to be a leading company in the world for innovative wireless telematics services. Unwire has four universal GSM server telemetry terminals, the UP 100, UP 200, GT-1 and GT-3. Each can be used for measuring, control, communication and positioning. Unique software is written for each new application allowing for fast integration and deployment for vehicle related and non-vehicle related telemetry and tracking solutions. Unwire's programmable telemetry terminal servers are integrated with the CellPoint System Platform enabling a broad range of applications for wireless remote management and control.

**CellPoint Inc. (Nasdaq: CLPT, [www.cellpoint.com](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 works in 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.

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