



CellPoint Appoints Hamish Kuzminski as Worldwide Director of Corporate Communications

London, March 23 -- CellPoint Inc. (Nasdaq: CLPT, www.cellpoint.com), has appointed Hamish Kuzminski as Worldwide Director of Corporate Communications. Mr. Kuzminski joins CellPoint from IBM subsidiary, Lotus Development Corp. where he was Communications Manager, UK & Ireland. He has previously held senior positions with leading UK PR consultancies Grayling, The Words Group, and Hyde Public Relations.

"It's great to be joining CellPoint at this time," said Kuzminski. "The location services and telematics markets are two of the most exciting high tech sectors at present; for example, using CellPoint's solutions, you can pay for goods from a vending machine, or find a friend in the West End of London, just by using your GSM phone. It's a marketing person's dream to be working with technologies like these."

Kuzminski continues, "Announcements such as the installation of our network-based location system with E-Plus on Wednesday demonstrates the market-leading position CellPoint has to deliver commercial systems for business and consumer location services."

Kuzminski takes over these responsibilities from Lynn Duplessis, Founder and Executive Vice President, and will manage the complete spectrum of CellPoint's external and internal communications efforts, including public relations, marketing communications, public affairs and Web marketing. Duplessis' continuing focus will be developing corporate strategy and duties as EVP, Director, Secretary and Treasurer of CellPoint Inc.

Added Duplessis, "We are delighted to have someone with the skills and vision of Hamish Kuzminski to lead our communications team. Hamish brings CellPoint valuable experience, across a range of marketing disciplines and from industry-leading technology companies such as Lotus.

Also joining CellPoint at this time is Jakob Sintring. Taking up the position of Corporate Communications Executive in Sweden, Jakob Sintring previously held the position of Manager of Market Surveillance at the Swedish small cap market, SBI. Jakob will be the primary interface for investor relations in Sweden and matters related to CellPoint's recent listing on the Stockholm Exchange O-List.

CellPoint has also at this time retained a PR Consultancy, Noiseworks. Based in Maidenhead, UK, Noiseworks is a highly-regarded Technology PR firm, with clients including Hewlett-Packard Company, (NYSE:HWP) and RealNetworks Inc., (Nasdaq:RNWK). Noiseworks has already assisted in gaining press coverage for CellPoint in a number of industry journals, including Network News, NetImperative, 3G Mobile, Total Telecom and New Media Age.

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 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. 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.

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