



For Immediate Release

LOC-AID SURPASSES 300 MILLION MARK AND OFFERS THE LARGEST MOBILE DEVICE REACH FOR LBS DEVELOPERS

Leader in 'Location-as-a-Service' ushers in new era of enterprise Location-Based Services by providing the largest subscriber reach for the mobile enterprise

CTIA Enterprise and Applications 2010, SAN FRANCISCO, CA — Oct. 06 2010 — LOC-AID Technologies, Inc., the largest mobile location enabler and Location-as-a-Service (LaaS) provider in North America, today announced that the company has surpassed the 300 million mark for mobile device access. LOC-AID has signed agreements and established network gateways with the top Tier 1 carriers in the United States, Canada and Mexico, including the three of the four largest carriers in the United States, two of the three largest carriers in Canada, and the largest carrier in Mexico. As of today, enterprise developers are able to locate their customers, employees and assets through the award-winning LOC-AID LXG™ Gateway and utilize network-based location data to enhance their mobile applications, customer engagements, corporate decision making and business processes.

Privacy management expert and President & CEO of LOC-AID Technologies, Rip Gerber, announced the milestone during his speech on Location-Based Services at CTIA Enterprise and Applications 2010 in San Francisco. "We've been selected by the largest wireless carriers as their preferred gateway for location data. Now, enterprise developers can access and locate nearly any mobile device via an easy and single API – feature phones and smart phones, no application download needed. Today, LOC-AID is officially the largest LaaS provider in the

world," said Gerber. "LOC-AID now offers mobile developers ubiquity - the ability to reach potentially over 300 million devices, all through a privacy-protected, CTIA best practice single API. From financial institutions to mobile marketing agencies, from bedroom developers to Google, high accuracy and low accuracy location, any company with a privacy-approved location-based service can now locate any device across our carrier networks. Our enterprise customers want comprehensive reach – for fraud management, authentication, mobile analytics, physical asset tracking, and proximity marketing – and the only way to get this kind of reach is through LOC-AID's gateway."

LOC-AID protects the privacy and security of wireless subscribers while offering developers a single API and simple onboarding process to create applications that use device location information. LOC-AID's "LaaS" platform and service delivery model takes care of all compliance requirements and removes implementation hurdles for developers.

"As the provider of the only Privacy Management location gateway in CTIA, we are committed to making life easy for mobile application developers by providing the best cross-carrier location access, facilitating carrier onboarding and approvals, and ensuring that all privacy and reporting requirements are met," added Mr. Gerber.

The ability to access mobile location has been available for years, but limited to only proprietary devices, government services and smart phones with an embedded GPS chip. By connecting directly into the leading wireless networks on the continent, LOC-AID can provide "network-centric" location that enables applications to access location data without requiring the end user to purchase a GPS-enabled device or download a specific application.

LOC-AID plans to announce select customer deployments in the coming months.

About LOC-AID's Location XChange Gateway:

In strict accordance with CTIA Best Practices for Location-Based Services, the LOC-AID platform includes patent-protected privacy systems that ensure appropriate end-user permissions are obtained prior to accessing location information. LOC-AID provides developers with simple,

powerful tools to create and launch location-enabled applications, reducing the difficulty of certifying and onboarding applications across multiple carriers. Through a single API, developers can enhance their mobile applications and business processes and utilize location data across a variety of operating systems and wireless carriers. Developers of mobile location services can LBS-enable their applications by signing up for free trial access to the LOC-AID platform at <http://developer.loc-aid.com/>

About LOC-AID Technologies

LOC-AID simplifies and manages the complex challenge of locating over 300 million mobile devices for location-based services (LBS). LOC-AID operates the world's largest and most secure mobile location platform and allows mobile developers to locate their customers for enterprise authentication, fraud management and hyper-local marketing, all through a single, privacy protected API. LOC-AID is the only mobile location gateway connected to the largest Tier 1 carriers and partners in the Americas including AT&T, Verizon Wireless, Sprint, America Movil, TelCel, Bell Mobility, TELUS, TCS, Microsoft and Qualcomm. Based in San Francisco, California, with offices across North America, LOC-AID also offers a portfolio of location-enablement services including geo-fencing, geo-coding, map appends and location analytics. For more information, visit <http://www.loc-aid.com>

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