



For Immediate Release

LOC-AID's Innovative Network-Based Location Services Now Available for T-Mobile USA's Customers

--Developers of mobile applications provided with end-to-end location-based services for the enterprise

--President & CEO, Rip Gerber, discusses the importance of network-based location services for Mobile Enterprises at CTIA

SAN FRANCISCO, Calif. — March 21, 2011 — [LOC-AID Technologies](#), Inc., the first and largest mobile location enabler and Location-as-a-Service (LaaS) provider in North America, today announced the availability of developers to enable innovative location-based services for T-Mobile's customers.

LOC-AID's LaaS platform protects the privacy and security of customers while offering developers a single API and a consistent way to create applications that use devices' location information to provide value-added information and services in many vertical applications, including, fraud prevention, proximity marketing, and asset tracking/monitoring.

LOC-AID now enables thousands of third-party mobile application developers to take advantage of network-based location services in the process of creating and distributing their location-based apps to T-Mobile USA subscribers.

"We're delighted that T-Mobile USA recognized our expertise in the mobile location market and our ability to deliver network-based location services for any device and any application across the U.S.," said Rip Gerber, President & CEO of LOC-AID Technologies, Inc. "As a location enabler for the T-Mobile network, we are extending the breadth and depth of mobile location to more developers who are creating innovative, 'go-to' applications for T-Mobile USA's customers."

With access to network-based location information from T-Mobile, LOC-AID extends the reach and value of location-based services for its enterprise customers, by extending the capability to locate mobile devices on T-Mobiles USA's network. LOC-AID's LaaS platform speeds service delivery and time to market for mobile application developer so that they can location-enable their applications quickly and easily.

"As a LaaS company providing location data, geofencing, check-in and location network services, LOC-AID assumes the responsibility for carrier negotiations, privacy assurance, programming, and subscriber data access, making it a much more attractive proposition for developers and carriers to team up in the LBS ecosystem," added Mr. Gerber.

The Company also announced that Rip Gerber, location industry expert, and President and CEO of LOC-AID, is speaking tomorrow at the [International CTIA Wireless 2011](#) event in Orlando, Florida, from 12:30 PM to 1:45 PM in room S220F at the Orange County Convention Center. Mr. Gerber will join fellow industry leaders to discuss "Location -- Beyond Check-ins and Directions."

Thousands of mobile app developers are already using LOC-AID's single API platform and developer services to build innovative location-based applications in a variety of vertical markets. Developers can access the single API at LOC-AID's Developer Zone at <http://developer.loc-aid.com/>

About LOC-AID Technologies, Inc.

LOC-AID simplifies and manages the complex challenge of locating over 350 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, T-Mobile, Sprint, América Móvil, TelCel, TELUS, Microsoft, and Qualcomm. With multiple 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 www.loc-aid.com.

Media/Analyst Contact:

Shauli Chaudhuri
LOC-AID Technologies, Inc.
408-887-3548
schaudhuri@loc-aid.com

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