



For Immediate Release

LOC-AID Brings Mobile Location Platform to Microsoft's Windows Azure Marketplace DataMarket

SAN FRANCISCO, CA — Oct. 29, 2010 —LOC-AID Technologies, Inc., the first and largest mobile location enabler and Location-as-a-Service (LaaS) provider in North America, today announced that Microsoft Corp. has named LOC-AID as a launch partner for Windows Azure Marketplace DataMarket, which was unveiled at the Microsoft Professional Developers Conference 2010 on Oct. 28, in Seattle. Windows Azure Marketplace DataMarket now offers LOC-AID's single API and ubiquitous carrier location data.

Windows Azure Marketplace DataMarket, a cloud-based micro-payment marketplace for data and business services is comparable to Apple iTunes or Amazon online retail environments. It is hosted within Microsoft's recently announced Windows Azure cloud-based services platform, creating an open system for users, developers and resellers to transact across a wide range of applications and with tremendous access to vast data resources including U.S. Census data, demographic and consumer expenditures via free and for-fee transaction services.

LOC-AID's ability to locate more than 300 million mobile devices is greater than the reach provided by any other location enabler in the industry. This comprehensive reach to more than 90 percent of all U.S. consumers, is possible because of LOC-AID's extensive mobile subscriber access via all top-tier wireless carrier networks.

"We are delighted to be the only mobile location enabler in the Windows Azure Marketplace," said Rip Gerber, President & CEO of LOC-AID Technologies. "Our partnership directly supports the Windows Azure DataMarket mission to extend the reach of content through exposure to Microsoft's global developer and information worker community."

LOC-AID is one of a select group of Windows Azure DataMarket partners along with Accenture, D&B, Lexis-Nexis, NASA and National Geographic.

LOC-AID offers true ubiquity to mobile developers - the ability to get location data for over 300 million devices, all through a single privacy-protected, CTIA best-practice API. Any company with a privacy-approved location-based service can now locate any phone or mobile device across all of the top-tier carrier networks in North America. A number of large brands, Fortune 500 companies and mobile companies are already utilizing LOC-AID's "Location-as-a-Service" platform and developer services to build and launch innovative location-based applications. Developers can access the single API at LOC-AID's Developer Zone 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 www.loc-aid.com

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