

## **Networks In Motion Joins CTIA to Advance Location-Based Services in Wireless Industry** *Award-Winning Location-Based Services Innovator Becomes Member of International Association*

**IRVINE, Calif., Sept. 5, 2006** – Networks In Motion, the award-winning wireless navigation and location-based services (LBS) company, today announced that it has become a member of CTIA (Cellular Telecommunications & Internet Association), the international organization of the wireless industry for carriers, manufacturers, and Internet product and service providers. As an active member of CTIA, Networks In Motion will contribute to the development of industry standards and further advance the use of location-based services.

“CTIA is the premier wireless industry association and our involvement provides the opportunity for Networks In Motion to share ideas with other members on how to best meet the varied needs of wireless customers,” said Doug Antone, president and CEO for Networks In Motion. “As a leading provider of LBS services and a premier platform for wireless application developers, called NAVBuilder™, we joined CTIA to help drive and support the growth of LBS in the wireless communications industry.”

Membership in the association covers all Commercial Mobile Radio Service (CMRS) providers and manufacturers, including cellular, broadband PCS, ESMR, as well as providers and manufacturers of wireless data services and products. CTIA vigorously represents its members with policymakers in the Executive Branch, the Federal Communications Commission, Congress and the States. CTIA works with its members to shape the issues they care about—from minimizing regulatory mandates to influencing spectrum management, from enhancing security to reining in taxation, and from expanding the wireless Web to defending network performance.

CTIA distributes timely, influential and reliable information to its members, policymakers, the investment community, the public and the news media. CTIA operates the foremost trade shows in the industry and spearheads broad industry efforts on both public and private ventures, such as homeland security, common short codes, text messaging interoperability and environmental initiatives.

CTIA also publishes *Wireless Wave*, the newest quarterly trade magazine for the wireless telecommunications industry. *Wireless Wave* offers in-depth coverage of industry issues and trends and is mailed to service providers, manufacturers and wireless data and Internet companies worldwide, as well as federal and state government officials.

Major U.S. telecommunications companies are using the Networks In Motion platform to launch location-based, real-time navigation services on GPS-enabled mobile phones. The platform delivers heads-up, voice-prompted turn-by-turn directions with auto-rerouting if a turn is missed, as well as local search of nearly 14 million points of interest and detailed color maps that can be quickly panned and zoomed. Networks In Motion’s other products include FamilyFinder, a comprehensive LBS application that enables parents to locate their children using a secure Web site or cell phone and PhotoFinder™, which adds location-based geocoding and advanced photo management features to GPS-enabled mobile camera phones.

Networks In Motion will exhibit at CTIA Wireless I.T. & Entertainment 2006, Sept. 12-14, in booth #618. For more information about Networks In Motion and its LBS products, visit [www.networksinmotion.com](http://www.networksinmotion.com).