

**MORE THAN MEETS THE EYE: OPTICAL CHAIN DEPLOYS
NEW MOBILE CRM SYSTEM**

Louis Nielsen to Partner with Cellpoint Mobile for Customer Facing Feature Services

COPENHAGEN, Denmark, June 25, 2008 --- Cellpoint Mobile today announced an agreement with Louis Nielsen--- part of the Specsavers group, Europe's largest and most trusted optical chain--- to extend their SMS text based customer service system.

The new system will integrate Louis Nielsen's ERP system with Cellpoint Mobile's Enterprise Suite application to enhance management of their customer data leading to improved efficiencies in both communications and marketing.

"We see mobile applications as part of Louis Nielsen's natural evolution in customer service. We have used basic SMS messages for a few years, but the new system will offer true integration of mobile services with our core IT systems. This will allow our centralised customer service team to provide improved service and communication with customers all over the country," said Mads Nygaard, country manager for Louis Nielsen A/S.

By utilising Cellpoint Mobile's enterprise platform, Louis Nielsen is now able to automatically notify customers via SMS text when their new glasses or contacts are ready, when and where the glasses or contacts can be picked up and send reminders for regular vision tests. In addition, by mining the data from their ERP system and applying the business intelligence from Cellpoint Mobile's Enterprise Suite, Louis Nielsen can now offer personalized and targeted special offers to its customers.

The sophisticated new system will also enable Louis Nielsen to instantaneously receive and collect customer feedback simply by allowing users to send a SMS message or activating a URL to participate in a poll or survey.

According to Kristian Gjerding, CEO of Cellpoint Mobile, "Louis Nielsen's strategic move to expand into mobile CRM is based on a well-defined business requirement for ROI and shows that it's not just the media companies that are using the mobile channel to reach customers. By fully integrating mobile services as part of their back-office function, Louis Nielsen will ensure that mobile technology becomes part of their core infrastructure."

"The initiative with Louis Nielsen is proof that the mobile industry is rapidly maturing," added Gjerding.

Cellpoint Mobile expects the new system for Louis Nielsen will launch in August.

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About Cellpoint Mobile

Cellpoint Mobile is a provider of mobile solution offering simple, reliable, and empowering wireless products to improve sales, efficiency and significant cost savings to companies. Cellpoint Mobile supplies global brands with turnkey mobile value added marketing services enabling businesses to engage in a focused dialogue with their customers. With rapid growth, Cellpoint Mobile is positioned to supply access to mobile users in Europe and North America where they have been established since 2002.

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About Louis Nielsen

The Louis Nielsen consortium consists of several companies that collectively run a country wide chain of opticians. The idea has from the beginning been to sell high quality glasses and contacts at low prices. Louis Nielsen has over 420 employees today with a company culture base don respect for the individual, responsibility and new possibilities. Customer service is first and foremost part of all aspects of Louis Nielsen.

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