



CELLPOINT MOBILE LAUNCHES MPOINT MOBILE PAYMENT SYSTEM *Transforms Mobile Phone into a Point-of-Sales Extension*

COPENHAGEN, Denmark – Apr. 2, 2008 --- Cellpoint Mobile today announced the launch of a new mobile payment service, based on its proprietary mPoint technology and DIBS' Internet Payment system. Companies can now offer consumers direct payment solution from their mobile phone using all major credit cards.

"Using Cellpoint Mobile's mPoint system allows the mobile phone into a point of sales system, opening up new possibilities for existing advertisement such as Billboards, Radio and TV as customers can make the purchase immediately upon seeing the ad," said Kristian Gjerding, CEO of Cellpoint Mobile.

"We have been inundated by inquiries from all over the world after the initial announcement last year. They have all expressed interest in using mPoint to offer mobile payment to their customers."

A wide range of companies are ready to use the new payment service, including well-known brands such as Saxo Bookstore, The Royal Danish Theatre and Avis. Examples of upcoming implementation are below:

SAXO.com

SAXO.com is Denmark's first and largest on-line bookstore that will now expand their offering by launching a mobile bookstore. With the new mobile bookstore, SAXO.com is leading the charge in m-store (mobile-store) concept and will be the first bookstore that utilises the mobile phone to reach its customer base directly.

According to Kim Holmgår, VP of Sales at SAXO.com, "The most important reason for launching this new service is our mission of offering our service anytime, anywhere. A rapidly increasing number of consumers are using their mobile phone for accessing information at their convenience: from the bus, from the train, while in school, during a break."

"Additionally, this presents an opportunity to take the online bookstore into the future. We see the mobile phone as an extension of the Internet."

"We are confident that DIBS, together with CellPoint Mobile, through their extensive experience ensure that our customers have seamless experience when using our mobile bookstore," added Holmgår.

The Royal Danish Theatre

The Royal Danish Theatre is also launching mobile payment: "The Royal Danish Theatre is working closely with Cellpoint Mobile to include mobile payment using their mPoint as part of our offerings. We are very excited about the new opportunities that can be achieved through mobile payment," said Christina Østerby, Project Manager at The Royal Danish Theatre.

AVIS

Avis Scandinavia has been following the development of mPoint closely. "Avis is dedicated to offering our customers increased flexibility and the best customer service possible. Offering our customers to pay via the mobile phone opens up for new possibilities and we're currently evaluating how mPoint can be used in conjunction with our existing services," remarked Peter Madsen, VP Technology, Avis Scandinavia.

"We see great potential in utilising the mobile phone as part of our on-going communication with our customers".

Jesper Lohmann, VP of Sales at DIBS Payment Systems expressed great satisfaction with the joint venture and commented, "it's important for DIBS to be on the forefront with new payment methods. Cellpoint Mobile's mPoint system gives us the ability to offer our clients a way to reach their consumers when they are away from their computer."

Cellpoint Mobile is extremely positive with the great response from the market so far and will offer a range of add-on options for the mobile payment system in the next few months. These upcoming new features, such as micropayment via Premium SMS, opens up further opportunities in enhancing mobile marketing and sales.

For more information, please visit www.cellpointmobile.com or contact Kristian Gjerding at kristian.gjerding@cellpointmobile.com to learn more on customized mPoint system for your organization.

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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 customers. Cellpoint Mobile supplies global brands with turnkey mobile value added marketing services enabling businesses to engage in a focused dialogue with their consumers. 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 DIBS Payment Services

DIBS Payment Services is the Nordic leading supplier of secure, functional, and innovative online payment services for business and commerce. DIBS manages transactions for more than 6,000 customers across Northern Europe. DIBS are listed at First North and feature the HQ Bank as a certified adviser.