



**ARS Mobile**

Press Release

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FOR IMMEDIATE RELEASE

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**ARS Interactive and CellPoint Mobile Partner to Introduce the Only Fully Integrated Mobile Retail Shopping Solution in the United States with Near Field Communication Technology.**

*Palatine, IL January 5, 2011* – ARS Interactive and CellPoint Mobile announced their partnership today, as they prepare to introduce the only fully integrated mobile retail shopping solution available in the United States. ARS Interactive plans to unveil the product at the National Retail Federation 2011 Big Show on January 10<sup>th</sup> and 11<sup>th</sup> in New York City.

The partnership brings together ARS’s over 30 years of retail eCommerce shopping experience, together with CellPoint Mobile’s industry-leading enterprise mobile solutions. CellPoint Mobile is also the architect of the National Retail Federation Mobile Commerce Blueprint.

“Over the past 16 years, our clients have continued to look to ARS for thought-leadership both in store and online,” says Jay Heavilon, President of ARS Group. “Now, the mobile channel is emerging and ARS Interactive is innovating again and breaking new ground. We have partnered with CellPoint Mobile because they have a fully integrated mobile solution that we believe will change US retail.”

Retailers have already begun to adjust to the emergence of mobile shopping. The mobile retail market is predicted to see an annual growth of 24% over the next four years, reaching \$12 billion in 2014. This also includes an industry shift in the production and shipping of more smartphones than traditional cellular phones.

ARS Mobile powered by CellPoint will be the only fully integrated mobile retail shopping solution in the United States that combines product information, coupons, customer loyalty and mobile payment into one experience. This will give customers complete shopping control directly from their mobile phones, while providing retailers with a constant customer touch-point inside and outside the store.

“In a market currently dominated by siloed mobile applications, the introduction of our solution will provide shoppers a unified means of engaging with their favorite retail brand,” says Kristian Gjerding, CEO of CellPoint Mobile. “Furthermore, it can provide a single access point into retailers’ core environments, such as CRM and POS, enabling a targeted view into customer interaction.”

The major breakthrough in the ARS Mobile solution is mobile payment. Currently, it is offered through a secure, PCI DSS compliant, web-based program interface that can use both 1-click remote payment and proximity mobile payment. This classifies ARS Interactive and CellPoint Mobile as one of the first companies in the United States to offer Near Field Communication (NFC) based mobile payment. This allows customers to “tap-and-pay” at the register through their mobile phone wallet, once NFC technology is adopted universally in the United States.

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About ARS Interactive

[www.thinkars.com/mobile](http://www.thinkars.com/mobile)

A full-service interactive marketing agency that blends award-winning creativity with mobile technology and 15-years of eCommerce experience. For the past 20 years, ARS has been a trusted partner for leading retailers, e-tailers, and major brands. ARS employs over 300 people across three offices.

About CellPoint Mobile

[www.cellpointmobile.com](http://www.cellpointmobile.com)

CellPoint Mobile is a provider of enterprise mobile infrastructure solutions helping businesses take full advantage of the mobile channel. The company’s Mobile Enterprise Framework (MEF), Mobile Payments Platform (mPoint), and pre-built industry-specific mobile applications allow enterprises to quickly create new mobile solutions that optimize cost, deliver best-in-class services and increase sales with a scalable, flexible and secure architecture. 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.